# TRANSPORTATION

THE WORLD'S FIRST AND ONLY AIR CARGO MAGAZINE

OCTOBER 1949

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No. 4



Mr. F. Brooks, Export Manager, S. Buchsbaum & Co., Manufacturers of tELASTI-GLASS RAINWEAR

# "Clipper Cargo has brought us good will, repeat orders, more working capital..."



"We have used Clipper Cargo for several years. Without it we would have been unable to serve our customers adequately. Many

orders that required almost impossible delivery schedules were delivered on time.

"Clipper Cargo has cut our paper work to a minimum. And the C.O.D. and collect services have released considerable working capital for production.

"By providing this fast overseas delivery, we have built good will for ourselves and our distributors—and repeat orders have followed!"

Today, more than ever, business leaders are looking for better methods of distribution . . . new markets . . . and ways to protect present markets against rising competition.

That is why more and more alert businessmen are shipping by swift Clipper Cargo, Pan American's world-wide air delivery service. And that is why Pan American carries more overseas cargo than all other United States scheduled airlines combined.

Why not learn how Pan American can bring *more* business to your company? Call your Clipper Cargo Agent or your local Pan American World Airways office.

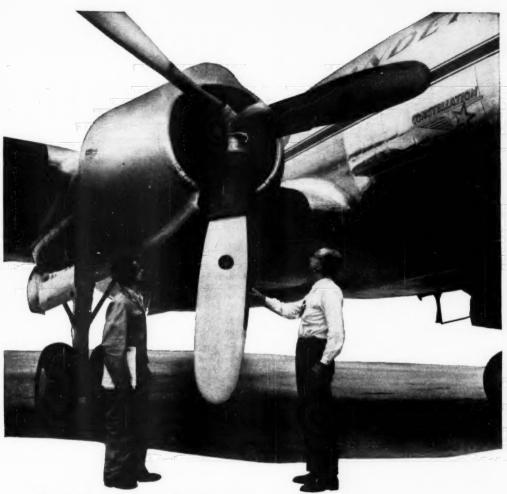
Only Pan American offers the advantages of

CLIPPER CARGO

Trade Mark, Pan American Airways, In-



ytting, t. s. f. M.—Pat. Penda



# New Gurtiss Propeller

# FOR THE NEW L-749A CONSTELLATIONS

A new Curtiss propeller has been approved by the CAA for unrestricted operation on Lockheed L-749 and L-749A Constellations. This propeller's high solidity provides improved take-off, climb and cruise speed at higher gross weights, and its rugged construction assures long service life.

Other service-proved Curtiss features incorporated in this new propeller are . . . reliable feathering . . . reverse thrust for smooth, air-cushioned landings . . . automatic synchronization for passenger comfort and ease of control . . . durable hollow-steel blades for abrasion resistance.

The acceptance of this new propeller, after extensive stand and flight testing . . . under conditions surpassing the severest stresses of service use . . . is further evidence of Curtiss-Wright's leadership in the field of aircraft propellers.

CURTISS
ELECTRIC PROPELLERS
PROPELLER DIVISION CURTISS WRIGHT CALDWELL, NEW JERSEY



# AIR CARGOREELS

THAT KNIFE AND FORK held by Charley Ryan (right), Northwest Airlines pilot, is admittedly a gag; but that air-shipped Scandinavian grouse in the above picture is one of six imported into this country for game purposes in the Lake Superior area. Holding the bird, whose weight is 10 pounds, is Tom Evans, of Wildlife Management, Inc.

CONSIGNED TO the Toronto Type Foundry, this shipment of linotype machines—possibly the first to move by air—was flown from New York. Four such cases, weighing a total of 4,900 pounds, were hauled in this Trans-Canada Air Lines plane for the Intertype Corporation, Brooklyn. Result: a satisfied consignor and consignee.

ALBERT JANSEN (right), sales manager for Seaboard and Western Airlines, stresses a point in the cargo hold of one of S&W's Airtraders, as Roman Smucer, New York importer, and Captain Bill Carr look on. Shown is a portion of a 15-ton shipment of fine woolen and piece goods from Italy, biggest fabric order ever to be hauled by air over the North Atlantic. The goods were imported by the Roman Smucer Company and quickly turned over.

FIVE PIPER CUB training planes are loaded into a U. S. Airlines C-46 Commando, the largest number of aircraft ever to be airfreighted in a single plane. Loaded at the Piper Aircraft plant at Lock Haven, Pennsylvania, the Cubs were flown to Bogota, Colombia. Consignee was the Aero Club of Colombia. Big job in a hurry!

MERCY CARGO for earthquake-stricken Ecuador moving into a Pan American World Airways transport at Miami. William R. Neilsen is shown loading part of the consignment of 1,000 pounds of DDT and 556 pounds of serums and vaccines for shipment to the disaster area.

KLM HOSTESS Barbara Ferrie receives an air shipment of vital cancer research equipment from Nina Foch, stage, screen, and radio star. Sent by the International Cancer Research Organization, Inc., New York, it was flown to the Antoni Van Leeuwenhork Huis Clinic, Amsterdam, Netherlands. Miss Foch, who is a native of Holland, is the granddaughter of a former Governor General of the Netherlands East Indies. How did cargo arrive? Fine!

# TRANSPORTATION

# The world's first and only air cargo magazine

Established October, 1942

AIR TRANSPORTATION, published on the 15th of each month, is devoted (1) to the furtherance of air cargo as the newest and most significant form of freight transportation, (2) the promo-tion of domestic and international air commerce as an integral factor in progress, pros-perity and peace; and (3) the establishment of a safe and sound national as well as international air transportation system. Subscription rate for United States and Possessions, \$5.00 for one year, \$8.00 for two years, and \$11.00 for three years; foreign countries, \$6.00 for one year, \$10.00 for two years, and \$14.00 for three years.

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## COVER

Dramatic shot of the Boeing Stratocruiser, world's biggest commercial airliner in operation, now being flown by American Overseas Airlines, Northwest Airlines, and Pan American World Airways. The cargo version of this plane is the Strato-treighter, which has performed service for the United States Air Force in the Berlin girlift.

# It's the "EXTRAS" that make this



- ★ Extra speed The Beechcraft Bonanza achieves its high speed without engine overload—170 mph cruising speed at 8,000 feet using but 56% of the maximum rated take-off power. You buy a plane to make time. In a Beechcraft, you get it!
- ★ Extra ruggedness Beecheraft Bonanza framework is stronger than conventional construction. Shock and stress tests far surpassing CAA requirements have proved the extra ruggedness of every inch of the Beecheraft Bonanza—from landing gear to cabin roof!
- ★ Extra economy Extra low fuel consumption of 9.5 gallons per hour at cruising is part of the Beechcraft Bonanza's operating economy. Another vital "extra" is low maintenance due to freedom from engine overload. The Beechcraft Bonanza saves your money!
- ★ Extra safety The Beechcraft A35 Bonanza has been dived under radio control at 275 mph—and pulled out unscathed at 3 Gs! On the ground, the Beechcraft Bonanza's wide tread, long wheel base, and cross-braced struts defy the roughest handling, the roughest terrain.
- ★ Extra parformance No airplane yet designed can beat the high performance of the Beechcraft Bonanza—its unexcelled combination of speed, range, and fuel economy. Its flight characteristics make it one of the easiest planes in the world to handle!

- ★ Extra power The extra margin of power in a Beechcraft Bonanza comes from aerodynamic design which requires but 50% of the engine's power at cruising. Never before has so little power been needed for such high performance by so rugged a plane!
- ★ Extra range The extra range you get in a Beechcraft Bonanza—750 miles—makes it real transportation. Equipped for long distance flight, it is the most practical of all planes for business use—with a commercial margin of safety, speed, and range!
- ★ Extra utility The Beechcraft Bonanza is a business plane, engineered for extra usefulness as a business vehicle. It can be operated the year around. It can get into small, unpaved landing fields as well as modernized airports. It is ready to go—365 days a year!
- ★ Extra comfort From the moment you step (not climb!) into a Beechcraft Bonanza through its wide, auto-type door and settle yourself in its uncrowded 4-place interior, you're conscious of superb comfort. Its sound-proofing is the standard of comparison!
- \* Extra luxury Skilled de ign and placement, with superb interior appointments, make the Beechcraft Bonanza an aerial limousine. You'll lean back and relax and enjoy air travel as never before! Its only rival for sheer luxury is the multi-engined airliner itself!

# Compare these performance features

- Top speed, 184 mph
- Cruising speed, 170 mph
- Range, 750 miles
- Service ceiling, 17,100
- feet
- Fuel economy, 9<sup>1</sup>2 gal. per hour

# Compare these comfort features

- Exclusive retractable step
- Limousine entrance
- Insulated, sound-proofed cabin
- · Quickly removable rear seat
- Luggage compartment accessible two ways

● These are only the highlights among hundreds of reasons why the Beechcraft Bonanza is a better buy! See it today! A note on your company letterhead will bring illustrated brochures describing the Beechcraft Bonanza's many extra advantages. Write to Beech Aircraft Corporation. Wichita. Kansas, U. S. A.

Seechcraft

BONANZA

BEECHCRAFTS ARE THE AIR FLEET OF AMERICAN BUSINESS

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# Guest Air Cargo Editorial No. 24

By ARTHUR C. SMITH

Cargo Traffic Manager

WESTERN AIR LINES



Arthur C. Smith

CONSIDERABLE stimulating discussion has taken place in these columns on the future growth and development of air freight. Although this phase of commercial aviation has made spectacular strides, there are signs that the upward surge is definitely leveling off. If this becomes a trend, then it is time for the industry to take stock of itself.

First of all, as others have pointed out, we must consolidate our gains by insuring that the service is improved—every phase of it! Secondly, and equally important, careful thought must be given to overcoming certain basic limitations in order to secure additional tonnage.

As pointed out in the very excellent Civil Aeronautics Administration report *Domestic Air Cargo*, issued by the United States Department of Commerce (December, 1948), the following four problems must be solved by promotional efforts, or air cargo will continue to be limited to a small fraction of the freight moving in this country.

## 1. Long-Haul Traffic:

Air Freight has been primarily long-haul traffic. Its average length of haul is three times rail freight and five times truck freight. More than two-thirds of present air freight tonnage is hauled 500 miles or more. With only a small proportion of all freight moving long distances, it is obvious that this factor must be overcome by figuring out ways and means to secure more business moving between points only several hundred miles apart.

# 2. Small Shipment Traffic:

Although the average weight per shipment of air freight has been increasing, it is still well below 200 pounds in comparison to over 700 pounds by motor truck and over 50,000 pounds for the railroads. With small shipment traffic comprising a fraction of all freight, it is obviously important that larger shipments must be obtained and here, undoubtedly, the problem of rate will largely be the determining factor. More efficient means and facilities must be perfected to bring down the cost of handling

large shipments so that it will be possible to make more attractive rates for volume shippers by air.

# 3. Low Density Traffic:

This problem will probably always continue to haunt the air carriers. Most unfortunately, the products with high density such as lumber, coal, cement, which comprise a large proportion of all domestic freight are too low in value per pound to move by air, whereas higher value items such as flowers, wearing apparel (particularly women's), agricultural products, most general merchandise and manufactured products-all of which are most susceptible to movement by air-are low in density. Only a small percentage of commodities moving by freight in this country has a density within the range of the effective density of the plane. Concentration on low and high density traffic of high value has been promoted up to the hilt, and it would appear the ingenuity of aircraft manufacturers to bring about radical improvements in plane design to provide additional cubic feet capacity is the only manner this problem may be solved.

## 4. High Rate Traffic:

Although in its nearly five years of existence air freight rates have been dramatically reduced to the present minimum of 16 cents per ton-mile for the first thousand ton-miles in any one shipment, this is still more than 10 times rail freight rates under which moves the majority of domestic freight. In order to reduce rates, some solution of the return haul problem must be worked out and the aircraft manufacturers must come up with a plane with better facilities for cargo and lower operating costs. Even then, it may take years for air freight revenues to exceed those from passengers.

In closing, it is only fair to point out that the experience of the airlines in hauling air mail and air expressover a period of nearly a quarter of a century has contributed materially to the development of air freight. Both these services play an important part in our daily economy and perform a fast and dependable service second to none.

# How Continental Air Lines and the S. E. Massengill Drug Company proved that a successful distribution system can be set up through the combined use of air freight and surface parcel post services, shipping everything from . . . PILLS TO PENICILLIN





LEFT—Putting their heads together for the combination air freight-parcel post shipments of drugs are (left to right): Jack Nelson, man ager, Air Cargo Terminal Corporation; John A. Smith, cargo soles manager, Continental Air Lines; Ken McCracken, sales manager, S. E. Massengill Drug Company; and E. W. Franke, branch manager, Massengill . . . RIGHT—Jack Allen (left), Massengill salesman, takes an order from Lou Albi, of the Republic Drug Company, Denver. To expedite matters, Allen air mails his orders to Massengill warehouse in Kansas City.

THE GROWING IMPORTANCE of air freight in the distribution of pharmaceuticals to the entire west and southwest was pointed up recently when daily shipments over Continental Air Lines' six-state system was inaugurated by the S. E. Massengill Drug Company. manufacturing pharmacists of Kansas

With the Civil Aeronautics Board approval of a commodity freight rate which allows a reduced rate for such items as drugs, the Kansas City firm has daily shipped drug items via air

freight from Kansas City to Denver where the drugs continue on their way to destination via surface parcel post. The new plan provides one-day service to drug firms in Denver and overnight service to hospitals, doctors, veterinarians, and retail outlets in cities which Denver will serve as parcel post distribution point.

# **Test Shipments**

The new plan underwent several months of thorough study and experimentation before it was put into effect.

During the early months of this year. a series of test shipments of the drugs were made. Retail outlets in 12 Rocky Mountain cities in Colorado. Wyoming and Montana were chosen at random to receive the test shipments, utilizing Continental's two-hour. 15-minute service from Kansas City to Denver. These test shipments met with such success that the drug company is now using this combination of air freight and parcel post to destination as a regular feature of its distribution and merchandising system flying everything from pills to

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LEFT—Next morning, Marjorie Boehmer, chief biller at Massengill's, gets to work on Allen's order. That's L. B. Whitlock, office manager, giving it the once-over . . . RIGHT—Before a cat can whisk his tail, Neoma Burris is filling the order. Little time is spent in the process.



LEFT—No time is lost before the order is double-checked, packed, and placed in a bin for Denver-bound air freight orders. Paul Brammeier [left], order clerk, arranges the freight carefully, while Leo F. Scanlow, traffic manager, sees that everything is in order for the Air Cargo Terminal truck which will pick up the shipments and transport them to the Continental plane at the airport... RIGHT—John A. Smith, as he appeared in Denver at the inauguration of the new service, personally turning over the first air freight shipment to L. W. Schumacher, superintendent of mails in that city. The Massengill drugs then continue to various destinations via parcel post.

penicillin. And for good reason, too!

The Kansas City office of the drug firm serves 16 states and employs 123 registered pharmacist salesmen. Upon arrival by air in Denver the drug orders are sent out in all directions via parcel post to drug stores, hospitals, physicians, and veterinarians.

Kenneth McCracken, sales manager for the Massengill Company, said his firm's decision to utilize air freight to Denver was based on dollars-and-cents thinking.

# Plenty of Reasons

"Savings in packaging costs, in deadweight freight costs and quicker turnover of money invested in our products —together with the fact that our products arrive in better condition when sent by air—have influenced our company to initiate this new distribution system," he said.

Virtually all of the major air carriers serving Kansas City have secured the lower air freight commodity rate which allows them to compete with surface transportation for this type of business, and the Massengill Company has entered into similar shipping arrangements with some of them to various points.

# FROM



# WAR TO



# WAR

By RICHARD MALKIN

Managing Editor, Air Transportation

Fourth in a series of stories on the Troop Carrier Groups who made history in Operation Vittles—the biggest air cargo job of all times

CELLE RAF STATION, GER-MANY—I walked into the operations room here just in time to hear a major explode:

"Your tonnage figures are goddam

cockeyed! The 317th topped you, we can prove it!" The officer slammed the receiver down on its cradle, glared belligerently around the room and snorted: "Who the hell do they think

they're kidding?"

"What's he yelling about?" I asked the sergeant at my elbow.

"Figures." he replied wearily. "Everybody's tonnage-whacky. He's claiming the tonnage high for the day. Someone in Wiesbaden gave it to the 313th or some other Group. You'd think this was the Kentucky Derby."

But the net result of this awesome competition was the smashing success of Operation Vittles. No small part of this credit is due to the officers and men of the 317th Troop Carrier Group, which, after chalking up an enviable record in the Pacific area, moved over to Western Germany to put some more of the old stuff on the ball.

Let's go back to Washington's Birthday, 1942, when the present 317th Troop Carrier Group (Heavy) was activated. It happened at Bowman Field. Lonisville, Kentucky, when the new Group was outfitted with twin-engined C-47s. Official designation was the 317th Transport Group; but five months later general orders from the First Troop Carrier Command at Stout Field. Indianapolis, changed the "Transport" to "Troop Carrier."

Pearl Harbor was still five months away. The 317th, at full operational strength, moved to Lawson Field, Fort Benning, Georgia, to participate in the training of paratroops and helping to solve certain important problems surrounding paratroop and cargo drops.

Nor did they stay long at Lawson. Next stop was Laurinburg Maxton Army Air Base. North Carolina. More training—this time towing gliders—and then the alert! The 317th hopped over to the West Coast, and shortly after the Nips struck at Pearl Harbor the Group shoved off for Australia by sea and air.

Well, the war was on, and the Yanks were getting it on all sides. The 317th



Close-up view of cargo-filled Skymasters readying for split-second take-off at Celle with Berlin as the destination.





Cargo is the 317th's middle name—even in Japan, as the picture (left) indicates, before the Group joined the Berlin Airlift. Operations headquarters (right) of the 317th at the Royal Air Force Station.

Lit Townsville, Australia, early in 1943, and then got into action after a move to New Guinea. Operating over the Stanley Owen Mountains, the Group dropped supplies to our troops participating in the Buna-Gona Campaign. After this, it was action unlimited, with Finchhaven (remember the famous Nazdab drop of a complete regiment of paratroops, bypassing a large contingent of Jap troops?), Hollandia, and Leyte receiving the full benefits of the 317th.

The Group played an important role in the recapture of the Philippines. It dropped paratroops on Corregidor, after which it headquartered, for a

short time only, at Clark Field, Manila.

Okinawa boomed in the headlines, and again the 317th was right in the thick of things. The small island turned out to be its operations point.

In 1945, with the war ended. Colonel John H. Lackey, then commanding officer of the Group. led the first flight of Army transports ever to land in Japan. The 317th eventually settled at Kimpo. Korea, for the relatively simple duty of flying freight, mail, and passengers between Korea and Japan. Of course, the inevitable happened. R eduction of strength was in order those days; and by the time Christmas-time rolled

around, the Group was a shadow of its former self. It was transferred to Tachikawa Air Force Base, Honshu, Japan, to replace the deactivated 375th Troop Carrier Group.

Things hummed along smoothly. The 347th was doing what normally a commercial airline would do back in the States. In July, 1948, the Group was redesignated; it became the 317th Troop Carrier Group (Heavy). Then, on September 11, at headquarters of the Far Eastern Air Forces, a parley of top brass brought the decision to move the 317th, augmented by aircraft and crews from the 374th Troop Carrier Group.

(Continued on Page 37)



C-54s of the United States Air Force, cargo doors wide open, at Celle in the British Zone of Germany.



SHIPPER TAKES ADVANTAGE of air freight services to get top prices for first asparagus to hit various markets. Crates are shown being loaded into a United Air Lines Cargoliner.

# Than's Gold in Them Than Winged Perishables

O UR shipping season was expected to begin around January 15. Accordingly, well ahead of this date, we contracted with Slick to furnish as many C-46 airfreighters as we might need to move our crop. We anticipated a shipping season extending from January 15 to May 15, with a maximum of 200,000 pounds per day moving during March, which we estimated as our peak month.

Slick was to provide planes, crews and ground personnel as needed, and Sky Fresh was to obtain the necessary permits from the Mexican Government for the operation of these planes with United States crews. We expected to use Nogales, Arizona, as our port of entry, transloading at this point to refrigerated trucks, in order to save the expense of flying any further than required to connect with good surface transportation.

Los Planes Valley is located 510 miles almost due south of Nogales, and the trip down requires about two hours and 35 minutes' flying time. The Slick

By J. PRESCOTT BLOUNT Contributing Editor Air Transportation

PART II

C-46s can comfortably handle 12,000pound loads, and it was estimated that one plane could make two round trips a day. By charging the entire air operation against the northbound loads, we estimated our cost at slightly over five cents per pound. The southbound flights carried all our supplies and equipment, which we figured at no cost, and these flights also departed from the border with full gas loads, making it unnecessary to refuel in Mexico.

At Nogales, and later when we moved our northern base to Douglas. Arizona, we had an ample supply of excellent refrigerated diesel trucks ready to load day or night. These trucks could handle three planeloads, or about 36,000 pounds. The charge from Douglas to Los Angeles was about \$1.00, and from Douglas to San Francisco about \$1.50 per cwt. These fast trucks made the run from Douglas to Los Angeles in about 17 hours, and to San Francisco in about 28 hours.

# Weather Adversities

One week before shipping was to begin, we ran into the first of a series of adversities which plagued us throughout the entire season. Weather records indicated a minimum Winter temperature of 52 degrees F. for this area, and complete absence of rain. We were hit by cold and rainy weather on January 8. This continued during the balance of January, and intermittently through February. The rain spoiled the tomatoes which were about to ripen, and caused a light set on the vines of those which were to follow. The cold temperature, averaging from 45 to 60, held back maturity, and created a rough condition and poor appearance in the fruit. Furthermore. with very fertile soil, and these conditions causing slow maturing, the tomatoes grew to immense size, and were too large to pack in the boxes that we had designed for the purpose. When our tomatoes finally started coming through about five weeks late, we had great difficulty in finding outlets for this rough, over-sized fruit, and had to give up the idea entirely of marketing a "hothouse quality" product.

This is what happened to the rest of Mexico while we were having our own troubles. Over in Sinaloa, on the Mexican Mainland, 40,000 acres were planted in tomatoes. The rains were torrential, and floods washed out a series of Southern Pacific of Mexico Railroad bridges. The SP is Mexico's west coast vegetable life line to United States markets. With their crop further advanced than ours, the growers were left isolated with hundreds of carloads of tomatoes and peppers ready to ship. We had the planes but no crop ready to move, so we worked out an agreement with Aeronaves de Mexico, the passenger airline that serves Culican and other west coast cities in the vegetable area. They gave us permission to use their airport and radio, and we offered our service to stranded shippers in the area.

Freezing weather followed the rain. killing out almost all United States vegetable production and about half of the Mexican acreage. As might be expected, vegetable prices jumped to high levels, and beginning January 21

(Continued on Page 40)

# AIR-X-PRESSING THE NEWS

PULLING RABBITS out of a hat is an every-day trick for Air Express. That's because there's a rabbit raiser down Georgia way, in the bustling city of Macon, who has learned that when a magician way off in Denver, for instance, needs a new rabbit for his show, he needs it quickly—and that's where Air Express gets into the act. The Macon man has air-expressed bunnies to magicians and other customers all over the United States and to Canada. The little ones purchased by magicians are called dwarfs, midgets or miniatures, but are properly known as Polish rabbits. They're just the right size to pop out of a hat, magicians and kids all over the country will tell you.

WHEN engineers working at the construction site of the Republican River Dam in Nebraska found it necessary to re-mode! two giant cranes to gain more efficient production, they telegraphed for 3,300 pounds of new crane parts to be shipped in from Seattle, Washington. They specified: "Rush by Air Express!" Dispatched from Seattle on three scheduled airline flights, the parts were timed to arrive at the dam site at the beginning of a holiday week-end. Installation of the new machinery resulted in a 35 percent increase in efficiency, with an estimated saving in construction costs of \$30,000 a day, it was reported.

NEARLY twice as many ton-miles of Air Express were flown over the nation-wide routes of the scheduled, certificated airlines of the United States in '18 than were dispatched five years earlier, reports the Air Express Division of REA, Year 1948: 29-739,183 ton-miles; Year 1943: 15,158,581 ton-miles.

A SIX-MONTH-OLD Sicilian donkey rode the Air Express way from Newark. New Jersey, Airport to Milwaukee, Wisconsin, recently. A few hours later, the air traveler, "Sardi" by name, was meandering through the fields of a farm at nearby Wausau, Wisconsin. Born and bred on a donkey ranch at Somerville. New Jersey, it had been purchased as a companion for children living on the farm. Weight of the crated shipment was 220 pounds. "Sardi" completed his airborne trip in just five hours, reports the Air Express Division of REA.

MOVIE CAMERAMEN have found that the problems incident to handling color movie film on location have been solved to some degree by the use of Air Expresservice. Unexposed color film stock must be kept at temperatures of between 40 and 60 degrees F. After each day's shooting—when a unit is on location—the exposed film is air-expressed to Hollywood for development. To keep the film at correct temperature during flight, it is packed in small wooden boxes insulated with cork. Using Air Express saves hours in production time, and enables cameraman and director to get a check on exposure, lighting, etc., within 24 hours after shooting scenes hundreds of miles away from the homestudio.

# \$3.19 Air Express cost helped this wildcatter strike it rich!



When a pump valve goes while drilling for oil, it's costly. Idle men and equipment make profits evaporate. It happened to a wildcatter at 4 P.M. Phoned 800 miles away for parts—delivered 11 P.M. that night by Air Express. 12 lbs. cost only 83.19. (Regular use of Air Express keeps any business moving.)



**\$3.19** was complete cost. Air Express charges include speedy pick-up and delivery service. Receipt for shipment, too. Makes the world's fastest shipping service exceptionally convenient.



Air Express goes on all Scheduled Airline flights. Frequent schedules—coast-to-coast overnight deliveries. Direct by air to 1300 cities, fastest air-rail to 22,000 off-airline offices.

# Facts on low Air Express rates

Special dies (28 lbs.) go 500 miles for 84.30, 6-lb. carton of vacuum tubes goes 900 miles for 82.10. (Same day delivery if you ship early.)

Only Air Express gives you all these advantages: Special pick-up and delivery at no extra cost. You get a receipt for every shipment and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to \$50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.



AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U.S.

# Sit Tight, Mr. Shipper . . . YOUR AIR FREIGHT IS SAFE!

There's nothing safer than a shipment going by air, and there are plenty of reasons for that. One of these reasons, for example, is proper stowage of cargo in the holds of air freighters. Here's how the special equipment developed by Frank Davis and manufactured by Air Associates, Inc., Teterboro, New Jersey, helps to keep the consignor, consignee, and carrier happy. It's a real knack!







THREE TYPES OF CONTAINERS for making cargo handling easy and conserving space. The medium container pallet (left), constructed of reinforced convas with a plywood base, is designed for consolidating small packages with a common destination. Capacity is 20 cubic feet. The collapsible cigarette container (center), fitted with two zippers, is capable of holding 20,000 cigarettes. Permitting the use of space between two double seats in passenger planes is the seat container (right) fastened with tie-down belts and seat belt extension.





THIS WEB GRILL in a TWA cargoplane (left) comes in especially handy for staring cargo destined to various stops. Segregation of cargo makes sorting and checking en route unnecessary, and simplifies off-loading procedures. Odd-shaped heavy cargoes such as this at the right can be air-shipped in complete safety. Tie-down belts perform the trick. No longer is air cargo confined to small-pockage business.



DRUMS containing inflammable fluids (left) are kept from moving in flight through the use of tie-dawn equipment. Even special horse-stalls (right) have been designed, adding comfort to the animals, satisfaction to the owners, safety to the plane, and traffic to the carrier.

Page 14—Air Transportation—Air Commerce

# HIPPING \* \* AIR [REG. U. S. PAT. OFF.]

# **International Cargo Rates**

(including U.S. possessions and territories)

Air cargo rates quoted are based on prevailing tariffs, air-port to airport (see note).

Shippers are warned, however, that these rates are subject to change.

All international rates are quoted on an airport-to-airport arrice, with the pickup and delivery charges wholly apart. International carriers whose schedules and rates are in-cluded here are indicated by the letter following the airport symbol (see below).

## AIRPORT SYMBOLS

EDF—Anchorage	LAX-Los Angeles
BAL-Baltimore	MEM-Memphis
BGR-Bangor, Me.	MEX-Mexico City
BUJ-Beaumont, Tex.	MIA-Miami
BOS-Boston	MKE-Milwaukee
BRO-Brownsville, Tex.	MPS-Minneapolis-St. Paul
BTV-Burlington Vt.	MOB-Mobile
CHS-Charleston S. C.	UL-Montreal
GHIChicago	MSY-New Orleans
CLE-Cleveland	LGA-New York (La Guard
GRP-Corpus Christi, Tex.	IDL-New York (Idlewild)
CTB-Cut Bank, Mont.	EWR-Newark
DAL-Dallas	ORF-Norfolk
YIP-Detroit	NLD-Nuevo Laredo, Mex.
DLH—Duluth	OAK-Oakland, Calif.
ELD-El Dorado, Ark.	PUK-Paducah, Ky.
ELP-El Paso	PIA-Peoria, Ill.
EVV-Evansville, Ind.	PHIL—Philadelphia
FWA-Fort Wayne, Ind.	PIT-Pittaburgh
FTW-Fort Worth	PDX-Portland, Ore.
OFK-Grand Forks, N. D.	QV-Sydney, N. S.
GRW-Greenwood, Miss.	STL-St. Louis
BDL-Hartford	SAT-San Antonio
HAV-Havana	SFO -San Francisco
HOT-Hot Springs, Ark.	SAV—Savannah
HOU Houston	SEC-Seattle
HJR-Honolulu	SHV-Shreveport, La.
IND-Indianapolis	GEG Spokane, Wash.
JAN-Jackson, Miss.	SQF-Springfield, Mo.
JAX Jacksonville	ТРА-Тамра
MKC-Kansas City, Mo.	HUF-Terre Haute, Ind.
KIN-Kingston, Jam.	TOL-Toledo, Ohio
LRD-Laredo	YTO-Toronto, Ont.
LIT-Little Rock, Ark.	VR-Vancouver, B. C.
	hington, D.C.
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# AIRLINE SYMBOLS

Air France
American Airlines
American Overseas
Brasiff International Airways
British Commonwealth Pacific Airlines
British Overseas Airways
Dritish Overseas Airways
Corp.
Chicago & Bouthern Air Lines
Colonial Airlines

EA—Express Aeres Interamericane
K.—KLM Reyal Dutch Airlines
N.—National Airlines
NE.—Northeast Airlines
NE.—Northeast Airlines
NE.—Northeast Airlines
P.—Pan American World Airways and affiliates
P.—Philippine Air Lines
S.—Babena
S.—Bachana
S.—Bacadiaavian Airlines System
S.—Stytenia Airways
T.—Trane-Canada Air Lines
T.—Trane-Canada Air Lines
T.—Trane-Carada Air Lines
T.—Trane-Western Air Lines
T.—Trane-Carada The Lines
T.—Trane-Ca

NOTE: Per pound rate is based on the average package weighing 25 lbs. Valuation rates are due only if consignments are shipped with declared value.

# COMMODITY RATES: Apply to airlines.

AO: Valuation charge is applicable only on shipments was a valuation of over \$7.48 per pound. Minimum charge is for 2 kilos (4.4 lbs.).

K: Valuation charge is only on shipments with a declar valuation in excess of \$7.71 per lb.

\*\*\*scasson of excess of \$7.71 per ib.

P. Vahadion charge is only on shipments with a declar valuation in excess of \$7.71 per lb.

PPH: To any destination in the Philippines served for Manila by PAL (where routing is vin PAL from Son Fra-cisco) add 10¢ per pound to rates shown as applying Manila.

SK: Lower rates for ourgo of 3,000 lbs. gross weight over. Planeload service minimum is 18,000 lbs. Minim weight charge of \$2 on all shipments.

5W: Special rates for shipments of 1,000-4,990 lbs. 5,000-9,999 lbs.

7. More economical rates are offered for bulk eargo. The sale rate for eargoes 25 pounds and less, between pounds and 100 pounds, and over 100 pounds, Consult afrikes direct.
7.4: No valuation charge for shipments under \$5,000 values. TACA has a special rate for shipments over \$6.00 values. TACA has a special rate for shipments over \$6.00 values.
7. TACA has a special rate for shipments over \$6.00 values.
7. TACA has a special rate for shipments over \$6.00 values.
7. Chapper "deferred" rate a svalable. Contact air

RATES (See Note)

\* This involves onward carriage by another airline

? Minimum charge for this shipment is that for 25 lbs.

A Rate of 25 lbs. or less. · Planeload service only.

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aba, N.W.I.	LIT C MEM C MBY C PUK C FIA C STL C SHV C HUF C MIA K LGA A BOS A LGA B WILGA P MISY P HOU P	. 82 82 83 . 83	.40 .40 .41	.18 .18 .18 .18 .18 .15 .15 .15 .15 .15 .15 .15 .15 .15 .15	I, Th. Sa I, Th. Sa Diy Su, Th. Sa, M, T, Th. I I, I Sa, W Su, W Su, W
aba, N.W.I.	LIT C MEM C MBY C PUK C PIA C STL C STL C STL C STL C HUF C TOL C MIA K LGA A BOS A BOS A BOS P MIA P MIA P HOU P ROU P	38 38 38 38 38 38 38 38 38 38 38 38 38 3	. 41 . 40 . 40 . 41 . 29 1. 56 1. 54 1. 56	18 18 18 18 18 18 18 18 18 18 18 18 18 1	I. Th. Sa I. Th. Sa I. Th. Sa I. Th. Sa I. Th. Sa I. Th. Sa I. Th. Sa Diy Sa, Th. Sa Sa, Th. Sa, M. T. Th. I T. F. M. Th. Sa, W Sa, W Sa, W
aba, N.W.I.	MEM C MBY C PUK C PIA C STL C SHV C HUF C TOL C	38 38 38 38 38 38 38 38 38 38 38 38 38 3	.40 .40 .41 .41 .29 1.56 1.54	18 18 18 18 18 18 18 18 18 18 18 18 18 1	F.Th. Sa F.Th. Sa F.Th. Sa F.Th. Sa F.Th. Sa F.Th. Sa F.Th. Sa T.Th. Sa T.Th. Sa T.Th. Sa T.Th. Sa T.Th. Sa T.Th. Sa T.Th. Sa T.Th. Sa T.Th. Sa Sa, M. T. Th. I T.F M. Th Sa, W Sa, W Sa, W Sa, W Sa, W
	a a ba. N.W.I.	MEMCC MEMCC MEMCC PUK C PIL C PIL C MEMCC PIL C MEMCC MEMC MEMCC M	LIT CS .50 MEMCS .50 MMSY CS .40 PUK CS .41 PTA CS .40 PTI CS .41 SHY CS .41 HUF CS .42 TOL CS .53	8TL CS 42 40 8TL CS 42 40 8HV CS 42 40 HUF CS 48 41 TOL CS 53 41	STIL CS .83 .40 .15

RATES (See Note)

			RATES ee Note	)		
Destination	Airport and Airlina	Per Lib. (Un- der 100 Lbt.)	Per Lh. (Over 100 Lhs.)	Per \$100 Value	Depart	Desi
Aalborg, Denmark	LGA AO* IDL 88 IDL 88 LGA AO*	1.32 1.25 1.25 1.29	.99 .94 .94	.21 .20 .20	Su,M,W,F,Sa Su,M,W,F,Sa	Ahmedal Ajaccio,
Abadan, Iran	LGA BO BOS AO° LGA AO° IDL SS	2.00 1.97 2.00 1.37	1.80 1.48 1.50 1.03	.21 .15 .30 .30	M,F Su,M,T,Th,F Su,Th Dly Dly	Belgia Alexandr Algiers,
Abe, Finland Acers, Br. Gold	IDL 88 LGA AO* BOS AO*	1.37	1.03 1.03 1.00	.20	Su,M,W,F,Sa M,W,F W,F	
Coart	LGA P BOS P LGA BO IDL AF BOS AF BOS AO* LGA AO*	1.89 1.86 2.09 2.09 2.06 2.06 2.06	1.42 1.40 1.57 1.57 1.54 1.54 1.56	.15 .15 .15 .15 .15 .20 .30	M,Th Su,Th Su,M,T,Th.F	Amsterd Nether
Addis Ababa, Ethiopia	LGA AO° BOS AO° LGA BO EWR TC IDL S° LGA AO° BOS AO° LGA BO	2.29 1.95 2.14 2.19	1.72 1.70 1.73 1.80 1.63 1.64 1.62	.30 .30 .15 .30 .30	Dly Su,Th Su,M,T,Th,F M,Th,Sa Dly Su,Th Su,M,T,Th,F	Anthors

		Ri	TES Note		RATES (See Note)								(S	ATES	)	
Destination	Airport and Airline	Per Lb. (Un- der 100 Lbs.)	Per Lb. (Over 108 Lbs.)	Depart S	Destination	Airport and Airline	Per Lb. (Un- der 100 Lbs.)	Per Lb. (Over 100 Lbs.)	Per \$100 Value	Depart	Destination	Airport and Airline	d p	-	Per \$100 Value	Depart
Athroa, Greece	LGA AOTOL SA LGA TR HPD TR HDL SW LGA BO LGA TW DCA TW DCA TW BOS TW HBOS TW LGA TW EWR TC HDL SR	1 00 1 57 1 20 1 28 1 60 1 60 1 60 1 60 1 60 1 60 1 60 1 60	1 21 1 11 90 90 1 03 1 21 1 21 1 21 1 21 1 21 1 23 1 27 1 22 1 13 1 27 1 22 1 13 1 25 1 11 1 25 1 11 1 27 1 27 1 27 1 28 1 21 1 21 1 21 1 21 1 21 1 21 1 21	15 Diy 15 Su.M.T.Th.F 20 Sw.M.T.Th.F 15 Weekly 15 Weekly 15 Diy 15 Diy 15 Diy 15 M 15 M 15 M 15 M 15 Sa Th Su.W.	Barranca, Rermeja, Col. Barranquilla, Colombia	MIA PLGA PMSY PHOU PLAX PMIA PLGA PMSY PHOU PBRO PCAX PMIA PLGA PMSY PHOU PBRO PCAX PMSY PMSY PMSY PMSY PMSY PMSY PMSY PMSY	60 .71 1 12 1 28 1 20 1 23 1 23 1 49 58 47 .74 .84 .75 .78 .98 1 23	. 55	15 15 15 15 15 15 15 15 15 15 15 15 15 1	Diy Sa, Th Diy Diy Diy Diy Diy Diy Diy Diy Diy Diy	Bermada  Berne, Switzerland, Bloemfontein, So. Africa	LGA AO LGA TR HFD TR HFD TR LGA BO LDL AF BOS AF LGA BO EWR TC LGA C LGA BO LGA BO LGA BO	1 31 1 28 1 00 1 00 1 31 1 31 1 28 20 25 25 25 25 25 25 21 1 21 1 21	98 95 85 98 98 95 10 15 15 15 20 20 907 907	15 12 12 15 15 15 15 15 10 10 10 10 15 15 21	T.Th.Sa Sa Sa,M.T.Th.F  Dly Proquently Dly Weekly Dry M.Sa F Su Dly Dly Dly Su,M.T.Th.F
Augusta, Italy  Bagbdad, Iraq  Bahin, Brasil (See Habrein, Arabin  Balboa, Canal Zon	LGA AC	* 3 83 * 2 06 6 1 3 9 9 2 17 6 1 45 5 6 1 9 5 6 6 6 9 8 3 4 7 8 6 6 6 9 8 8 3 4 8 8 5 1 6	1 55 1 55 1 55 1 55 1 55 1 55 27 3 29 1 55 1 55 1 55 1 55 1 55 1 55 1 55 1 5	15 Sa 15 F 15 Sa 15 F 15 Sa, Th 15 Sa, Th 15 IS JULY 16 F 16 F 17 Sa, Th 18 F 18 Sa, Th 18 Sa, M, T, Th, F 19 Sa, M, T, Th, F 10 Dly 11 Su, M, T, Th, F 10 Dly 11 Su, M, T, Th, F 11 Su, M, T, Th, F 12 Dly 13 Dly 14 Su, M, T, Th, F 15 Dly 15 Dly 16 Dly 17 Su, M, T, Th, F 18 Dly 18 Dly 19 Su, T, Th 10 Su, T, Th 11 Su, T, Th 12 Su, T, Th 12 Su, T, Th 12 Su, T, Th 13 Su, T, Th 14 Su, T, Th 15 Su, T, Th 16 Su, T, Th 17 Su, T, Th 18 Su, Th 18 Su, T, Th 18 Su, T, Th 18 Su, T, Th 18 Su, T, Th 18 Su, Th 18 Su, T, Th 18 Su, Th 18 S	Basankusi, Belgian Congo Basin, Congo Basin, Iraq Basin, Cornica Batavia, Java Bauru, Brazil	IDL S	922 923 1 18 92 1 1 2 1 1 2 1 1 2 1 2 1 2 1 2 1 2 1	91   80   91   91   91   91   91   91   91   9	124 125 13 18 15 15 15 15 15 15 15 15 15 15 15 15 15	M.Th.Sa Su.M.W.F.Sa Weekly Dly M.Th.Sa T.F. Frequently Su.M.T.Th.F. Su.M.T.Th.F. Su.M.T.Th.F. Sa.T.Th.F.Sa Su.T.Th.F.Sa Su.T.Th.F.Sa Su.T.Th.F.Sa Su.T.Th.F.Sa Su.T.Th.F.Sa Su.T.Th.F.Sa Su.T.Th.F.Sa Su.T.Th.F.Sa Su.T.W.Th.Sa Su.M.T.Th.Sa Su.M.T.Th.Sa Su.M.T.Th.Sa Su.M.F. Su.T.W.F. Su.M.T.Ba Su.M.F. Su.	Bluefields. Nicaragua  Bogota, Colombia  Bombay, India  Bombay, India  Bomaire, N.W.I.  Bonausa, Nicaragua  Bone, Algeria  Branauk, France.  Branaville,	IGA BO IDL AI BOS AI LGA AC BOS AC IDL S	- See - 2 33 - 2 24 - 2 33 - 2 32 - 2 33 - 2 33 - 2 34 - 4 4 - 5 - 6 1 3 3 - 7 1 3 3 - 7 1 3 -	.42 .53	15 20 20 15 15 15 15 15 15 15 15 15 15 15 15 15	Dly M,W,F T,Th,Sa Dly Su,Th Dly Dly Su,M,T,Th,F
Benglok, Siara.  itsuzun, Belg, Co  staracoa, Cuba  Itsrcelona, Spain  Baroclana, Venes	BOS A BOS B BOS A BOS B BOS A BOS B	2 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	422 1 96 4 1 9 1 9 1 9 1 9 1 9 1 9 1 9 1 9 1 9 1	20 Dby 15 Su,T,W 15 F 15 F 16 Su,T,W 15 F 16 Su,T,W 15 M,T,F 16 Su,T,W 15 M,T,F 16 Su,T,W 15 M,T,F 16 Su,T,T,F 16 Su,T,T,T,F 17 Su,T,T,T,T,T,T,T,T,T,T,T,T,T,T,T,T,T,T,T	Beirut, Lebanon	LGA A BOS A BOS A EWR T IDL S LGA B LGA B MSY P HOU P BRO P EWR T LGA B	0° 1 0° 1 0° 1 0° 1 0° 1 0° 1 0° 1 0° 1	3 1 3 3 1 3 1 3 1 3 1 3 1 3 1 3 1 3 1 3	1 30 30 30 31 30 31 31 31 31 31 31 31 31 31 31 31 31 31	Dly Su,Th  Frequently M,Th,Su Su,M,T,Th,I Dly Dly Dly Dly Dly Prequently Dly Su,M,T,Th,I Dly Su,M,W,F,S M,T,Th,Su M,W,F,S M,T,Th,Su M,W,F Su,M,T,Th,Su M,W,F Su,M,T,Th,Su M,T,Th,Su M,Th,Su M,T,Th,Su M,Th,Su M,Th,Su M,T,Th,Su M,Th,Su M,T,Th,Su M,T,Th,Su M,T,Th,Su M,T,Th,Su M,T,Th,Su M,T,Th,Th,Su M,T,Th,Th,Su M,Th,Su M,T,Th,Th,Su M,Th,Su M,T,Th,Th,Su M,Th,Su M,T,Th,Th,Su M,Th,Su M,T,Th,Th,Su M,Th,Su M,T,Th,Th,Su M,Th,Su M,Th,Su M,T,Th,Th,Su M,T,Th,Th,Su M,Th,Su M,T,Th,Th,Su M,Th,Su M,T,Th,Th,Su M,Th,Su M,T,Th,Th,Su M,Th,Su M,Th,Su M,Th,Su M,T,Th,Th,Su M,Th,Su M,Th,	Brussels, Belgium	LGA AM LGA BOS P LGA A LGA B	F	33 1 7 7 1 0 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1	9 141 30 171 30 171 30 171 30 171 30 171 30 172 31 172 31 173 31 174 31 175	5 M, W, Sa Sa, M, W, F, Sa Dly Sb, M, Th, Sa Dly S Dly

		S	RATES ee Net	B)				(Se	RATES ne Note	9)				(S	RATES ne Note	1	
Destination	Airport and Airline	Per Lb. (Un- der 100 Lbs.)	Per Lb. (Over 100 Lbs.)	Per \$100 Value	Depart	Destination	Airport and Airline	Per Lb. (Un- der 100 Lbs.)	Per Lb. (Over 100 Lbs.)	Per \$100 Value	Depart	Destination	Airport and Airline	Per Lb. (Un- der 100 Lbs.)	Per Lb. (Over 100 Lbs.)	Per \$100 Value	Depart
Buenos Aires, Argentina	IGA P MIA P MSY P HOU P BRO P CRP P NLD P LAX P LGA SI MIA SI EWR TC MSY SK®	-See !	94 90 1 16 1 19 1 16 1 17 1 34 93 89 1 30 Vote SI Note SI	15 15 15 15 15 15 15 15 20 20	Twice Dly Twice Dly Dly Dly Dly Dly Dly Dly Prequently Frequently Frequently	Canton Island	CLE NW YIP NW LAX NW MKENW MPS NW LGA NW PDX NW PIT NW SFO NW SEC NW DCA NW VR BC	* 2 50 * 2 70 * 2 50 * 2 50 * 2 71 1 47	1 02 1 02 1 02 2 00 2 02 2 01 1 88 2 05 1 98 2 05 1 88 2 03 1 10	15 15 15 15 15 15 15 15 15 15 15 15 15 1	M.Th.Sa M.Th.Sa M M M Four Wkly Four Wkly	Ciudad Trajillo, D. R. Ciudad Victoria, Mexico	MSY P	28 20 23 30 30 23 .16 1 19 1 35	39 15 23 35 35 35 35 35 35 35 35 35 37 37 37 37 37 37 37 37 37 37 37 37 37	15 10 10 10 10 10 10	Dly Dly Sa Frequently  Dly Dly Dly Dly Dly Dly Dly Dly Dly
Calbarien, Cuba Cairo, Egypt	MIA P LGA AO* IDL S LGA TR HFD TR IDL SW IDL SW IDL AF IDL AF IDL K LGA TW BOS TW BOS TW CHI TW YIP TW YIP TW YIP TW EWR TC IDL SR	2 66 2 88 2 91 15 1 74 1 73 1 42 1 46 1 74 1 71 1 62 1 74 1 75 1 86 3 68	11 1 30 1 30 1 30 1 30 1 30 1 30 1 30 1	30 30 15 15 15 20 20 20 15 15 15 15 15 15 15 15	Su,Th Dly Dly Dly M,Th,Sa  Su,M,T,Th,F Twice Weekly Su,T,W,F Dly M T,Th M Sa Sa Sa Sa Sa W,Su W,Su W,Su	Caracas, Venezuela Caravellas, Brazil Cartagena, Colombia Carablanca,	LGA P MISY P HOU P BRO P CRP P NLD P LAX P MIA P LGA P HOU P BRO P CRP P NLD P LAX P	3 05 2 75 1 64 1 36 1 59 1 81 1 73 1 76 2 03 47 58 58 1 13 1 05 1 07 1 32	2 289 2 30 2 06	15 15 15 15 15 15 15 15 15 15 15 15 15 1	M.W. Sa M.Th. Sa Su.M.T. Th. F Su.T. Th. F Su.T. Th. F M.W. Th Su.T. W. F Su.T. W. F Su.T. W. F Su.T. W. F Su.T. W. F Su.T. W. F Dly Dly Dly Dly Dly Dly Dly Dly	Colombia. Any Destination other than those named herein.  Colombo, Ceylon.  Concepcion, Bolivia.	HOU P BRO P RO P NLD P LAX P BRO P CRP P LAX P MSY P MSY P MSY P HOU P MSY P HOU P MSY P HOU P MSY P HOU P NID P MSY P HOU P NID P N	1.41 1.36 1.36 1.51 .72 1.18 1.20 1.23 1.22 51 1.27 2.51 1.41 1.43 1.43 1.43 1.43	1 05 1 02 1 04 1 13 49  1 878 1 88 95 1 06 1 09 1 06 1 07	.15 .15 .15 .15 .15 .15 .15 .15 .15 .15	Dly
Calcutta, India	IJR PH  LGA P BOS P PDX P SEC P SEC P SEO P LGA BO IDL AF BOS AF LGA AO' LGA TR HFD TR OAK TR LAX W* SEC W* EWR TC SFO PH JR PH	2 31 2 28 3 25 3 25 3 25 3 25 2 31 2 53 2 53 2 53	1 89 1 86 2 44 2 44 2 44 1 89 1 89 1 89 1 89 1 78 1 78 2 12 2 35 2 35 2 35	15 15 15 15 15 15 15 15 15 15 25 20 20 20 20 20 25 15	W.Sa Su.T.W Se.T.W F F M.T.F Su.M Su.T.W.F Su.M.T.T.b.F Twice Wkly Twice Wkly Dly	Fr. Morocco  Castel Benito, Liby Catacamas, Honduras Catania, Italy Cayenne, Fr. Guiana  Capo Mambi, Cubo Chetumal, Mexico	LGA AO BOS AO LGA P MIA P HOU P BRO P CRP P NLD P LAX P MIA P	1 37 1 55 1 55 1 55 1 55 1 52 1 49 1 40 83 1 28 1	1 05 1 02 1 16 1 14 1 16 1 14 1 12 1 07 1 04 62 55 76 81 77 79	21 15 21 21 21 21 21 15 .15	Dly Dly Dly Su,Th.Sa. M.Th.Sa. Dly Su,Th  M.W.Sa. M.Th So,W T.Sa.	Copenhagen, Denmark  Coquilhatville, Belgian Coago Corcloba, Argentina	LAX P IDL SS LGA AO BOS AO IDL S LGA THED TR IDL AF BOS AF IDL K C LGA BO IDL S MIA P HOU P BRO P NLD P	1 55 1 25 1 25 1 25 1 20 1 20 1 00 1 25 1 22 1 25 2 20 1 37 1 48 1 52 1 49 1 59 1 59	1.13	15 20 15 15 12 12 15 15 15 15 15 15 15 15 15 15 15 15	Su,Th Su,M,W,F,Sa M,F,F M,Th,Sa  Dly Dly except W Su,M,T,Th,F W W W W W
Caigary, Alb., Canada. Cali, Colombia Cali, Colombia Camaguey, Cuba. Campeche, Mexico	MIA P LGA P MSY P HOU P BRO P CRP P NLD P LAX P MIA P MIA P MOU P BRO P CRP P NLD P LAX P	\$.50 .61 .72 .69 .72 .72 .72 .72 .99 1 .05 .11 .35 .57 .49 .81	.56 .56 .56	.15	Dly Dly Dly Dly Dly	Chiclayo, Peru  Christiansand, Norway  Chungking, China	YIP NV	43 63 .55 .58 .93 .90 .90 .91 .101 .101 .101 .119 .134 .91 .22 .91 .92 .93 .93 .90 .90 .90 .90 .90 .90 .90 .90 .90 .90	67 78 77 77 77 1 01 94 91 94 2 25 2 27 2 28	.15 .15 .15 .15 .15 .15 .15 .15 .15 .15	Su.Th  W.Sa  W.Sa  W.Sa  W.Sa  Dly except F  Su.T.Th.Sa  Four Willy  Four Willy	Corumba, Brasil  Contermansville, Belgian Congo Cristobal.	LGA P MIA P MSY P HOU P BRO P CRP P NLD P LAX P HOU P BRO P BRO P NLD P LAX P	.70 .48 .84 .83 .85 .83 1 .06 1 .30 1 .36 1 .48 1 .50 1 .51 1 .69	. 67 . 35 . 58 . 63 . 69 . 69	15 15 15 15 15 15 15 15 15 15 15 15 15 1	Dly Dly Dly Dly Dly Dly Dly Dly Su,W Su,W T,Sa T,Sa T,Sa T,Sa M,Th,Sa
Canne Grande, Brazil  Cantavierae, Brazil  Cantavierae, Brazil	LGA P MIA P M8Y P HOU P BRO P CRP P NLD P LAX P MIA P MSY P HOU P NLD P	1 75 1 48 1 61 1 66 1 63 1 63 2 15 1 62 1 33 1 77 1 72 1 72 1 72 1 72 1 72 1 72 1 72	94 92 92	.15 .15 .15 .15 .15 .15 .15 .15 .17 .18	Su.T.W.Sa. M.T.P.Sin. Su.M.Th.P. Su.M.Th.F. Su.M.Th.F. Su.M.Th.F. Su.M.Th.F. M.W.Sn. M.W.Sn. M.W.Sn. M.Th.Sn.	Cienaga, Colombia Cienfuegos, Cuba C. del Carmen, Mexico	LAX NV	N° 2 75 N° 2 91 N° 2 98 N° 2 75 N° 2 75 N° 2 75	2 13 2 25 2 23 2 13 2 13 2 13 2 13 2 13 2 13 2 13	18 18 18 18 18 18 18 18 18 18 18 18 18 1	Four Willy Four Will Four Wil	Cuenta, Colombia  Cuenta, Colombia  Cuenca, Ecuador	MIA P MSY P BRO P CCRP P NLD P LAX P MIA P HOU P BRO P CLAX P MSY P HOU P BRO P CRP P NLD P LAX P	.41 .49 .53 .53 .68 .83 .60 .71 .1 .12 .1 .28 .1 .20 .1 .23 .1 .49 .78 .89 .89 .89	.65 41 .52 .58 .68 .68 .68 .68 .68	.15 .15 .15 .15 .15 .15 .15 .15 .15 .15	Dly Diy Diy Diy Diy Diy Diy Diy Diy Diy Sa, W. F. Sa, Sa, Th Sa, W. F. Sa, T. Th, F. Sa, Sa, W.

		RA	TES Note				(Se	RATES ne Note	)				5	RATES so Not	•	
Destination		der 100 Lbs.)	100 Lbs.)	Depart 0	Destination	Airport and Airline	Per Lh. (Un- der 106 Lhs.)	Per Lh. (Over 100 Lbs.)	Per \$100 Value	Depart	Destination	Airport and Airline	Per Lb. (Un- der 100 Lbs.)	Per Lh. (Over 100 Lbs.)	Per \$100 Value	Decart
Heistaki, Finland.  Heistaki, Finland.  Bernoeilla, Mexico Bolguin, Cuba.  From Col.	BALL N BA	17 11 11 11 11 11 11 11 11 11 11 11 11 1	13   109   109   109   111   112   112   113   114   115   1	10 Dby 10 But Th 10 Sat T	Ilorin, Nigeria Inongo Belgian Congo Ipialea, Colombia.  Irumo, Belgian Congo Intanbal, Turkey Istanbal, Turkey  Jaiyur, India Jeddah, Saudi Arabia Jerey, Channel Ila, U.K. Jerumlem, Palestine  Jibuti, Fr. Somaliland Jono Pomon (Cabadelio)  Johannesburg, U. of So. Africa.	LGA TW DCA TW CHI TW YIP TW BOS TW PHL TW PHL TW PHL TW LGA AO LGA P MIA P MSY P HOU P BRO P CRP P NLD P LAX P  IDL X LGA P BOS P LGA P	2 13 2 14 2 17 7 27 7 27 7 27 7 27 7 27 7 27 7 27	1 60 1 62 49 60 1 1 12 1 13 1 13 1 13 1 13 1 13 1 13 1	15 15 15 15 15 15 15 15 15 15	W,F,Sa W,F,Sa M,Th,Sa M,Th Su,Th Su,M,T,Th,F	Khartoum, Anglo-Egypt, Sudan.  Kimberley, So. Afr.  Kindu, Belg. Congo Kingston, Jamaica.  Kinuma, Kenya.  B.E.A  Konice, Czech.  Kowit, Koweit  Kristianand,  Noway.	JOA AO' JOL 8 MIAA F MIAA CS GRWCSS HOTI CS MEMCS M	2 05 62 2 06 62 2 06 62 2 06 62 2 06 62 2 06 62 2 06 62 2 06 62 2 06 62 62 62 62 62 62 62 62 62 62 62 62 62	1 54 4 1 1 84 1 1 82 1 1 84 1 1 85 1	15 20 15 30 30 30 15 15 15 15 15 15 15 15 15 15 15 15 15	M Eu,M.T.Th.l Dly T.W.Th.Sa Su,T,Th.Sa Th Four Wkly Four Wkly Four Wkly Four Wkly Four Wkly Four Wkly Four Wkly
Homolulu, T. H	SEC NW- DOA NW- LAX W- LAX W- SWE TO BOS A* CHI A*	2 50 2 71 2 50 2 50 2 50	1 88 2 03 1 80 1 80 1 80 1 80 1 80 1 80 1 80 1	1.15   Four Wildy	Jos, Nigerta Juba, Angio Egyptian Sudan Juncau, Aliaka Kabalo, Belgian Coago Kaduna, Nigeria Kamaran Ial, Eritrea Kampala, Uganda Kano, Nigeria, B.W.A.  Karachi, Pakistan Karachi, Pakistan	LGA BO LGA AO LIDL S BOS AF LIDL S SEC P OAK TE LIDL S LGA BO LGA	2 232 22 22 22 22 22 22 22 22 22 22 22 2	1.67 1.69 1.69 1.69 1.69 1.69 1.69 1.69 1.69	150 30 155 155 155 155 155 155 155 155 155 15	Su,M.T.Th.F Dly M.Th.Sa Su,M.T.Th.F M,Th.Sa Su,M.T.Th.F		PDX NV PDX NV PDX NV SEC NV SE	**************************************	55552 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	5 24 36 38 18 3 18 3 18 3 18 3 18 3 18 3 18	Four Widy M. W. F. T. Th. So. Dily So. M. T. Th. So. Th. So. T. Th. So. T. Th. So. T. Th. So. T. Th. So. Th.

		(Se	ATES Note					(\$	RATES ee Note	1)				(\$	ATES to Note	)	
Destination	Airport and Airline	58	Per Lb. (Over 100 Lbs.)	Value	Depart	Destination	Airport and Airline	Per Lb. (Un- der 100 Lbs.)	Per Lb (Over 100 Lbs.)	Per \$100 Value	Depart	Destination	Airport and Airline	Per Lb. (Un- der 100 Lbs.)	Per Lb. (Over 100 Lbs.)	Per \$100 Value	Desart
0 0 0 0 0 0	CLE NW YIP NW LAX NW MKE NW MPS NW IGA NW IGA NW PIT NW PIT NW FFO NW MFO NW	2 96 2 98 2 98 2 96 2 96 2 94 3 03 3 00	2 30 2 32 2 31 2 18 2 30 2 28	.15 .15 .15 .15 .15 .15 .15 .15 .15 .15	Four Wkly	London, Eng., Cont'd	LGA TR HFD TR IDL SW LGA BO IDL SS IDL AF BOS AF IDL K UL T QY T EWR TC HUR PH	.70 .70 .87 1 03 1 08 1 09 1 06 1 13 .97 81 .70 3 42	60 60 70 77 77 77 82 79 85 73 64 60 2 57	10 20 15 20 .15 .15 .15 .15	Su,M,T,Th,F Dly Dly Dly Dly Dly Dly	Manchester, England	LGA AO* IDL K IDL 88 IDL AF BOS AF  LAX P SFO P PDX P SEC P LGA P BOS P	1 03 1 01 1 04 1 15 1 12 2 50 2 80 2 80 2 89 2 86	769 76 .78 .86 .83 1 88 1 88 1 88 2 53 2 50	.15 .20 .15 .15 .15 .15 .15 .15 .15	Diy M.T.W Dly T.Th.Sa Su.T.W.Th.F F T.W
	MIA P MSY P HOU P BRO P CRP P NLD P LAX P EWR TC	1.32 1.35 1.30 1.49	.85 .98 1 02 .99 1 01 1 12 1 24	.15 .15 .15 .15 .15	Dly except T Dly except T Dly except M Diy except M	London, Ont., Canada Lulea, Sweden Luluaburg, Belgian Congo Luraka, Northern Rhodesia Luxembourg Luxor, Egypt	IDL 8 LGA BO IDL 8	2.14 1.41 1.41 2.23 2.33 1.16 1.90	1 065	20 15	Dly Dly M,Th,Sa Su,M,T,Th,F M,Th,Sa Dly	6 6 6 6 6	SFO PH OAK PH LAX PH PDX PH SEC PH HJR PH LGA PH CLE PH YIP PH	2.37 2.37 2.37 2.37 2.37 1.79 2.60 2.56 2.56	1.78 1.78 1.78 1.78 1.78 1.34 1.94 1.92 1.92	.15 .15 .15 .18 .18 .15 .15	W.Sa W.Sa T.F T.F T.F T.F T.F
ropoldvaje,	DAL B HOU B ELP A° LAX A° SFO A° HOU SK• MSY SK•	1 19 1 16 1 22 1 29 1 30 See No See No	70 68 74 80 81 ote 8K ote 8K	20 20 20 20 20	Su, Th Su, Th Dly Dly Dly M, Th	Lydda, Israel	LGA BO LGA TR HFD TR IDL AF BOS AF LGA AO' EWR TC IDL K IDL S'	1 90 1.98 1 98 1.74 1.71	1 43 1 27 1 27 1 30 1 27 1 546 1 10 1 .12	.20 .18 .15 .15	Sq,M,T,Th,F Dly M,Th,Sa	6 6 8 8	CHI PH MKE PH DCA PH BDF NW CHI NW CLE NW YIP NW LAX NW MKE NW	2 54 2 54 2 59 2 40 2 66 2 69 2 68 • 2 50 2 66	1.91 1.95 1.80 2.00 2.02 2.01	.15 .15 .18 .18 .15 .15 .15	T.F T.F Four Wkly Four Wkly Four Wkly Four Wkly
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International Air Cargo Rates are a standard feature in AIR TRANS-PORTATION. This is another typical service for air shippers who require upto-the-minute data. The rates appearing in this issue were current at presstime.

Current Net Advisory Rates for War, Strikes, Riots, Etc. G American Marine Insurance Markets for Mail & Air S		se in
(Excluding All Shipments to, from, or via China, Arabia, Egypt, Lebanon, Israel, Schedule Dated October 1, 1949	Syria, and Trans-Jo	ordan)
A—Registered Mail, excluding Registered Air Mail and Air Express:  All securities, including non-negotiables, documents and similar interests—20% of Currency including jewelry, precious stones and metals, etc.; also miscellaneous cargo—		
3—Registered Air Mail and/or Air Express and/or other shipments by air: Wester ments between points in Continental United States and/or Canada:		
All securities, including non-negotiables, documents and similar interests		
All other classes of property		2 ½ c %
UNITED STATES or CANADA to or from: 1. (a) British Isles, Eire, Sweden, France, Holland, Belgium, Portugal,	All Securities, including non-negotiables, documents and similar interests	All Other
Spain, Switzerland, Iceland and Greenland	- /20/0	21/2c%
(b) Italy 2. Africa except Egypt		5c% 2½c%
3. Cyprus, Turkey, Greece, Iran and Iraq		5e%
4. Afghanistan and Ceylon (if direct)		71/2c%
5. India and Pakistan	6%c%	121/2c%
6. Australasia		21/2c%
7. Philippine Islands		7½c%
C—Ordinary Parcel Post, Government Insured Parcel Post, Registered Post, Ordinal except		
(A) United States to from Mexico 2½c%, provided assured agrees to pay reduced individual shipments at full cargo schedule rate.	rate on all shipmen	its. otherwis
(B) United States or Canada to or from Hawaiian Islands-Transpacific Cargo Rate		
D-Express (Excluding Air Express)-Charge Cargo War Risk Schedule Rates.		



(REG. U. S. PAT. OFF.)

A ir parcel post, now in its second year thirst anniversary was September 11 is reported to have doubled the estimates made for this type of service when it took to the air for the first time. According to Post Office officials, the airlines carried some seven million parcels during the first year, weighing a total of approximately 14 million pounds. Revenues produced for the Post Office Department reached about \$9,000,000. The air parcel post volume represented less than one percent off the total pieces of mail carried by the Post Office, but it accounted for 11 percent of the domestic air mail revenue accruing to the Post Office.

With John W. G. Ogilvie, Pan American World Airways' cargo sales manager, heading the whole shebang, cargo representatives of the airline's Latin-American. Atlantic, and Pacific-Alaska Divisions sat down in soany Miami last month for a three-day parley. Reps from Panagra, Cubana, Avianca, Panair, and CMA—all Pan Am affiliates—also attended. Topics of the confab were the handling of increased volume of cargo as a result of the drastic rate reductions, standarization of procedures, elimination of red tape, and streamlining of operations.

Two hundred and seventy-five pounds of chocolate bars were recently flown by Pan

two nundred and seventy-five pounds of chocolate bars were recently flown by Pan Am to child victims of the earthquake in Ecuador. The chocolate bars were included in the emergency food rations distributed in the stricken area. Ever hear of a nandu? A crax? A galinula? A capibara? Well, they're different forms of wild life, and they were included in a recent Pan Am manifest out of Rio de Janeiro, consigned to a game farm at Catskill, New York. What next?

The latest agreement between Slick Airways and Pan American World Airways makes possible the air-shipment of merchandise on a through airwaybill between the United States and most parts of the world. Slick is certificated to serve 52 United States

cities. Says President Earl Slick:

"We will now definitely go ahead with the active solicitation and development of air freight and Clipper cargo moving over Slick's nationwide air freight and Pan American World Airways systems. The development of an efficient international air freight system will enable business to keep pace with rapid changes in world markets."

Braniff International Airways is another of the airlines which rushed emer-

gency equipment to the earthquake-stricken gency equipment to the earniquage-structure sections of Ecuador. Of particular sig-nificance was a 2,500-pound unit, manufac-tured by the Paddock Engineering Com-pany of Texas and donated to Ecuador, which purified water from a mountain creek in the South American country.

For the time being, at least, there will he plenty of British classical music record-ings in this country. Seaboard and Western Airlines recently hauled what is believed to be the largest transocean air freight shipment of that kind-seven tons of phonograph records, representing 34,000 discs. All of the 10- and 12-inch long-playing type, they were manufactured by the London Gramophone Corporation. According to the report, this heavy air shipment was neces-sitated by the big demand here.

The Air Transport Association of America points out that while domestic air express ton miles dropped 16.3 percent for the first half of 1949, as compared with a similar period of last year, freight tonmiles have jumped 42.1 percent and mail ton miles have risen 19 percent. Total express ton-miles for the January-June, 1949 period is 12,135,918; freight ton-miles. 13.065.968; mail ton miles, 20,239,363.

The Amsterdam-Batavia service of-fered by KLM Royal Dutch Airlines has been increased from three to four weekly. The airline's Far East service is presently operating via three different routes. Con--tellation aircraft are flown.

The report from United Air Lines is that five additional DC-6s will be added to the fleet. This will give United a total of 14 DC-6s, and will enable the company to

# D





Approved Agent International Air Transport Ass'n, North Atlantic Traffic Conference Member, Customs Brokers & Forwarders Association of America, Inc.

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expand its service to additional cities. Cost the new ships will be approximately \$4,329,800.

Northwest Airlines reports that its air cargo volume on domestic and international routes has skyrocketed 200 percent in the first six months of 1949, as compared with the first half of 1948. A volume of 5,760,-854 pounds was carried by NWA in contrast to the 1,926,080 pounds transported during the January-June, 1948, period. According to Jim Mariner, NWA's cargo bose, the factors accounting for the airline's rapidly rising cargo volumes are NWA's commodity rates, lowering of weight mini-mums, addition of commodities under the new low rates and weight minimums, and extensive educational programs aimed at shippers.

Last month the airline announced a new system of bandling air eargs. Called the Gold Ribbon Service, it is in effect on every flight of NWA's new Stratocraisers. incorporating a reserve space allotment and special handling at every step of shipment from consignor to consignee. Mariner pointed out that on each Stratocruiser flight 400 cubic feet of cargo space is reserved for Gold Ribbon shipments. This space is on an airport-to-airport basis, which enables consignees to receive shipments direct from the planes, thus saving the time needed in processing by other means of delivery. For example:

Midwest stockbroker may wire to New York for certain stocks; the certificates can be placed aboard a Stratocruiser leaving there in the afternoon, and will arrive early enough for this broker to get them at the airport and have them on hand for the opening of his business day."

It is understood that these shipments will be marked "Gold Ribbon Service" to insure immediate identification and proper handling. It is given preferential handling at the destination airport and the consignee notified of its arrival. NWA states that Gold Ribbon Service shipments have priority over all other air freight shipments on Stratocruiser flights.

The air freight operations of American Airlines have increased more than 50 percent in this first half. Contrasting January-June, 1949, revenue ton miles to the January-June, 1948, total, American shows 14,991,643 as against 9,922,298. Air freight receipts were \$2,777,196, compared with \$1,927,725.

> H. G. OLLENDORFF, INC. Foreign Freight Forwarders

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Foreign Freight Forwarders

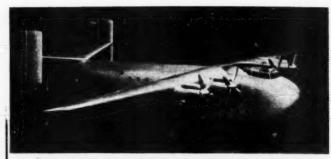
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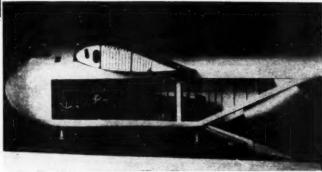
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Exterior and interior views of the model Universal cargoplane to be built by Blackburn and General, Ltd., of England. The machine in the cargo compartment of the plane is a harvester. Overall length of the aircraft is 99 feet, two inches, length 162 feet.

Wings & Wheels, a cartage company engaged exclusively in the pick-up delivery of air freight, has established Chicago's first common air freight terminal at Chicago Municipal Airport. The terminal is located in a hanger formerly utilized by the Air Transport Command. Edward Richter heads the company.

An aircraft design which combines the fuselages of cargoplanes with bodyless. powered carrier aircraft has been patented S. J. Hlobil, former president of Columbia Aircraft Industries. Known as

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the University Cargo Aircraft System, it is a revolutionary system of fasteners joining the aircraft and the cargo body, and is capable of maintaining the proper center of gravity without regard to basic loading. Hlobil calls the cargo container "car-

gons"; the powered carrier aircraft.
"aerons"; and the attaching mechanism.
"cargo-grip." The aircraft, of conventional design, would require four wheels to pro-vide stability when the cargon is detached. According to the report, operational needwill dictate the shapes and sizes of cargonused.

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## SUN TRANSPORTERS, INC.

Foreign Freight Forwarders

Recognized by: International Air Transport Association

350 Fifth Avenue, New York 1, N. Y. Phone: WAtkins 4-8656

# D. C. ANDREWS & CO., INC.

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The Airport Operators Council has organized a special air cargo committee to determine the nature of facilities which must be provided to handle the fast growing air freight business. The committee also will go into the subject of procedures and airport rates.

Heading the committee is Oscar Hewitt. Chicago Commissioner of Public Works, Members of his committee are: Louis Inwood, director, Kansas City Department of Aviation; Cyril C. Thompson, executive secretary, AOC; John Berry, commissioner of airports, Cleveland; Robert Aldrich, director, Minneapolis-St. Paul Metropolitan Aviation Commission; Conway Briscoe, director of public utilities, St. Louis: George Coker, director of aviation, Dallas: and G. D. Albrect, manager, Memphis Municipal Airport. . . .

In a joint announcement, British Overseas Airways Corporation and British European Airways have revealed that they will place an order for a number of jet-powered Viscount commercial airliners.

William H. McGee & Company, Inc., marine underwriters, has moved from its branch office in Cincinnati to 5 East Long Street, Columbus, Ohio. John C. Schuler heads the office.

National Airlines, which recently announced arrangement with American and Capital whereby the shipper pays the rate for the shortest possible distance between cities, even though the shipment may move by an indirect route, has made another bid for volume business. In a scale of weight breaks filed with the CAB, NAL would provide for per unit price reduction as the amount of shipment reaches specific weights. As the weight goes up, the rate per pound decreases.

Shippers on Cathay Pacific Airways are advised that charter flights between Hong Kong and Australia will not be approved by the Australian Department of Aviation. Reason: Qantas Empire Airways is now operating a regular service on this route. (Australian National Airways has a substantial interest in Cathay.)

## AIR CLEARANCE ASSOCIATION. INC.

Fareign Freight Forwarders Customs Brokers Recognized by: International Air Transport Association 11 Broadway, New York 4, N. Y. Phone: HAnover 2-2376

# AIR FREIGHT FORWARDERS

PETER A. BERNACKI: William Kealey, well-known personality in traffic circles, is now associated with the Metropolitan Division of Peter A. Bernacki. 611 Broadway, New York, in the capacity of general manager. Kealey, who brings to the freight forwarding firm a wealth of the freight lowarding from a wealth of experience, previously was connected with such organizations as TWA, Slick Airways. National Carloading Company, Moore-Mc-Cormack Lines, Interstate Motor Freight System, Liberty Motor Freight, and Monarch Motor Freight Service.

Kealey recently announced that Gilbert Walter, formerly with Sabena Belgian Airlines, has joined the Metropolitan Division's sales staff as sales representative.

Acting on experience gained in all the cities in which Bernacki maintains branch offices, the division in New York is operating trucking equipment to facilitate the movement of air and sea consignments from the shipper to airports and piers in the metropolitan area. Such equipment is provided for the convenience of the shipping public, Kealey said, thus eliminating delays in transit.

All Freight Forwarding Company. Inc.: This firm has just been organized as a freight forwarding, inport and export brokerage house, located at 145 Front Street, New York. Associated with it as general manager is A. J. Hall Mulford, author of the article, Three Heads are Better than One, published in last January's Air Transportation. Lester Black, customs broker, and Andrew Valez also are associated with the company.

Gallagher and Ascher Company: Removal of this firm's Chicago offices from 176 West Adams Street to 222 West Adams Street has been announced.

D. Smith Inter-Ocean, Inc.: Daniel F. Noonan, Jr., formerly district cargo sales superintendent for Pan American World Airways, is now associated with this

# BARR SHIPPING COMPANY Foreign Freight Forwarders Customs Brokers

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# BOOKS

THE EAGLE IN THE EAG, by Oliver La Farge (Houghton Mifflin Company, 2 Park Str Est. 18,50, 220 ourse), is one of the best books ever to come out on the subject of military transport aircraft. La Farge, a Pulitzer Prize winner, served as historical officer for the ATC during the war, and certainly is well qualified for his subject. This is the story of the "coming of age of military air transport," and an exciting story it is it ransport," and an exciting story it is remained by the story of the subject, and the story of the subject, new as the science is. Profusely illustrated. Well-planned. . Dictionary of Guided Misales (Public Affairs Press, 2153 Florida Avenue, Washington 8, D. C.; 57 pages; \$2.00) is published in cooperation with the Coast Artillery Association. Here's a many companies of the subject of the subject

freight forwarding firm. With headquarters at 56 Beaver Street, New York, Smith maintains branch offices at Idlewild and Miami International Airports.

Skyways Freight Forwarding Corporation: Located at 543 West 25th Street. New York, this firm is now geared to operate as a small-package air freight forwarder. The firm, which has connections with trucking firms throughout the country, offers rates including store-door delivery. Skyways is a certificated air freight forwarder, and utilizes the services of sched-uled and certificated all-cargo airlines. Morris Shapiro heads the new company.

Lambert Brothers, Ltd.: This London concern reports that the air freight market has picked up after being in the doldrums for a while. Lambert recently sought quotations for the carriage of 25,000 cases of Coca-Cola from Valence, Lyons, or Cler-mont Ferrand, to Nairobi, in 1,000-case

lots. Nice business.

# PETER A. BERNACKI Foreign Freight Forwarders

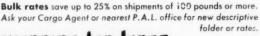
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# FOREIGN AIR MAIL RATES—PER 1/2 OUNCE

den	Corsica15e	Guadaloupe10c Guatemaia10c	Newfoundland (incl. Labador)10c	Salvador (EI)16 Samoa, Western
	Costa Rica10e			
bania15e	Cuba 8e	Haiti10c	New Guinea, Man-	(British)20 San Marino (Rep.)13
lgeria	Curacao10e	Honduras (Rep.)10c	dated Territory25c	
ndorra	Cyprus25e	Hong Kong25e	New Hebrides25c	Santa Cruz Islands 25
nglo-Egyptian	Cyrenaica15e	Hungary15e	New Zealand25e	Sarawak21
Sudan	Czechoslovakia15c	Iceland15c	Nicaragua10e	Saudi Arabia28
ngola25c	Dahomey25e	India25c	Niger	Scotland18
nguilla19e	Denmark15e	Iran25e	Nigeria25c	Senegal
ntigua10c	Dodecanese Islands 15c	Iraq	North Borneo25c	Seychelles2
rgentina10c	Dominica19e	Italy	Northern Ireland15c	Siam2
ruba10e	Dominican Republic .10c	Italian Somaliland25c	Northern Rhodesia 25c	Selemen Islands 2
scension Island 15e	Ecuador10c	Ivory Coast25c	Norway15e	
ustralia25c	Egypt15c	Jamaica10c	Nyasaland	Somalia2
ustria	Eire (Ireland)15c	Japan25c	Okinawa	Southern Rhodesia 2
zores	England (and Wales) 15c	Kenya	Pakistan25c	Southwest Africa2
shamas10e	Eritrea25e	Koren25s	Palestine25c	Spain1
threin Islands 25e	Estonia25e	Labuan	Panama10e	Spanish Guinea 2
alearie Islands 15c	Ethiopia25c	Latvia	Papua (British New	Straits Settlements 2
luchistan25e	Falkland Islands 10c	Lebanon (Rep.)25e	Guinea)25e	Surinam
arbados10c	Faroe Islands15c	Leeward Islands10c	Paraguay10e	Sweden1
arbuda10c	Fiji Islands25e	Liberia	Peru10e	Switzerland
chuanaland	Finland	Libya	Philippines (Rep. of),25c	Syria
Protectorate25c	France	Liechtenstein18e	Poland	Taiwan (Formosa) 2
lgian Congo25e	Free Territory of	Lithuania	Portugal15e	Tanganyika
lgium15e	Trieste	Luxembourg15e	Portuguese East	Tibet
ermuda10c	French Cameroons 25c	Мясво	Africa25e	Tonga (Friendly)
liva10c	French Equitorial	Madagascar25e	Portuguese Gunea 25c	Islands
nuire	Africa25e	Madiera Islanda15c	Portuguese India25c	Trans-Jordan1
razil10c	French Guiana 10c		Portuguese Timor25c	Trieste, Free Terri-
ritish Cameroons 25e	French Guinea25c	Malay States (Feder-	Portuguese West	tory of
ritish Guiana 10c	French Indo China 25c	ated and Nonfeder-		Trinidad
ritish Honduras 10e	French Settlements	ated)25c	Africa25c	Tripolitania
ritish Somaliland . 25c	in India	Malta	Redonda10c	Tristan da Cunha
ritish	French Settlements of	Martinique10c	Reunion Island25c	Tunisia
Virgin Islands10c	Oceania25c	Mauritania25c	Rio de Oro25c	Turkey
runei	French Somaliland 25c	Mauritius25c	Rumania15e	Turks Island
ulgaria15c	French Sudan25e	Mexicoper ounce 6c	Ryukyu Islands23e	Uganda
urma	French Togoland 25c	Postal cards 4c	Saba10e	Union of
anadaper ounce 6c	Gambia25e	Monaco	St. Christopher 10c	South Africa
Postal cards 4c	Germany15c	Montserrat10c	St. Eustatius 10c	Uruguay
nary Islands 25e	Gibraltar25e	Morocco15e	St. Helena	U. S. S. B
pe Verde Islands .25c	Gilbert & Ellice	Mozambique25c	St. Kitta10e	Vatican City State
eylon	Islands Colony 25e	Nauru Island25e		Vatican City State
hile	Gold Coast Colony23c		St. Lucia	
		Netherlands15c	St. Martin10c	Yemen
hinaZhe	Greece (Incl. Crete 15e	Netherlands Indies 25c	St. Pierre &	Yugoslavia
olumbia10c	Grenada10c	Nevis10c	Miquelon per ounce Sc	Zanzibar (incl.
ook Island25c	Grenadines10c	New Caledonia 25e	St. Vincent10c	Pemba)

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# **★** EXECUTIVE ★

ROY T. HURLEY, director of engineering for the Ford Motor Company, elected president of the Curtiss-Wright Corporation.

CHARLES L. GALLO, former salemanager for TWA's International Division and vice president of TACA, elected president of Air Express International and its subsidiary, Surface Freight Corporation.

J. KENNETH HULL, elected president of Lockheed Aircraft Service, Inc. He has been with the corporation eight years.

MARC WORST, vice president-operations, has been named a member of the board of directors.

walter Sternberg, former assistant vice president of American Airlines. now serving National Airlines as its vice president-sales. He is a veteran of 18 years in the airline industry and served Eastern Air Lines as general traffic manager before moving on to AA. He is a vice president of the Air Traffic Conference of America and a director of Air Cargo, Inc.

ALBERT M. HARTUNG, appointed vice president-personnel and public relations for the Railway Express Agency. E. T. WILLIAMS has been named assistant vice president, and ALFRED F. HALL assistant to the vice president.

GORDON C. SLEEPER, general manager of the Aviation Department of Frank B. Hall and Company, Inc., elected a vice president, He was previously with the Republic Aviation Corporation.

L. E. TOLLEFSON, elevated to the position of secretary of the Douglas Aircraft Company, Inc. He has been with Douglas for 7½ years.

# **★** SALES **★** TRAFFIC

EDWARD G. BERN, who has joined Panagra in the capacity of sales manager. A former vice president of American Airlines and general manager of the Hughes Aircraft Company, he has been in aviation for more than three decades. EDWIN F. APPLEGATE has taken over the position of district sales manager in Quito, Ecuador. He was formerly a cargo representative for Pan Am in New Jersey.

DALE MADDEN, now serving Braniff International Airways as district sales manager for the State of Michigan and Windsor, Canada. Headquarters are in Detroit.

DOUGLAS STOCKDALE, former vice president of Aerovias Braniff, has been appointed special representative for Braniff International Airways' Latin American Division for the Eastern part of the United States. His headquarters are in New York.

B. J. TALBOT, formerly serving as traffic manager in the Philippines, appointed to the Eastern regional staff of Northwest Airlines in New York.

A. L. EMERY, named regional sales manager for Colonial Airlines in New York State, not including New York City, Emery was with American for 17 years.

STANLEY WASHBURN, JR., appointed promotion director of Pan American World Airways, responsible to the sales promotion manager.

JACKSON E. BEIGHLE, appointed assistant sales manager for Sikorsky Aircraft Division, United Aircraft Corporation

# ★ CARGO ★

T. R. NOLAN, named assistant director of cargo traffic for Northwest Airlines, Nolan, who joined NWA in 1937, formerly held the post of supervisor of cargo sales.

W. E. PLUCHEL, reassigned by TWA to head domestic and international air mail originating in the United States and domestic air express activities of the airlines.

RALPH W. ROSSITER, appointed acting cargo traffic superintendent in Lima for Panagra. A Panagra veteran since 1935, Rossiter formerly served as cargo sales representative at Buenos Aires.

JOHN W. MOORE, formerly with the Port of New York Authority as traffic manager for air transport, now with Slick Airways' New York sales staff. He has written many articles on the subject of air transportation, some of which have appeared in this magazine.

J. T. PATTERSON, former supervisor of passenger-cargo operations for American Overseas Airlines in Frankfurt, appointed chief air freight agent for American Airlines in Dallas. GEORGE F. KELLY, named by REA to the post of agent of the Air Center in New York City. He started in the express business 25 years ago.

# **★** OPERATIONS ★

FRANCIS E. HEMBREE and BRY-SON E. REPLOGLE, appointed by the Flying Tiger Line to station managerships in the respective cities of Newark and Detroit.

# \* MISCELLANEOUS \*

FRED M. GLASS, former president of Air Cargo, Inc., now serving as director of the newly created Department of Airport Development, Port of New York Authority.

JAMES C. BUCKLEY, until recently director of airport development for the Port of New York Authority, now heading his own firm. James C. Buckley, Inc., 331 Madison Avenue, New York. The new firm provides advisory and planning service on terminal and transportation problems in all fields of transportation.

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Roy T. Hurley Charles L. Gallo J. Kenneth Hull Walter Sternberg Edward G. Bern George F. Kelly John W. Moore Fred M. Glass

# International Air Parcel Post Rates From United States

COUNTRY	1st 4 oz. or fraction	Addit. A oz. or frac.	1 lb.	2 lb.	3 lb.	5 lb.	10 lb.	Rate for Limit	Limit of Wat.
	1.51	.76	3.79	6.83	9.87	15.95	31.15	134.51	44
Argentina	1.62	1.27	5.43	11.91	18.39	31.35	63.75	70.23	11
lustria	1.05	.49	2.52	4.48	6.44	10.36	20.16	43.68	22
zores	.71	.44	2.03	3.79	5.55	9.07	17.87	19.63	11
lahamas	.83	.14	1.25	1.81	2.37	3.49	5.29	13.01	22
lelgian Congo	1.38	.79	3.75	6.91	10.07	16.39	32.19	139,63	44
elgium	.98	.43	2.27	3.99	5.71	9.15	17.75	76.23	44
ermuda	.76	.13	1.15	1.67	2,19	3.23	5.83	12.07	22
elivia (3)	1.08	.40	2,28	3.88	5.48	8.68	16.68	71.08	44
ritish Guiana	1.07	.39	2.24	3.80	5.36	8.48	16.28	35.00	22 22
hile	1.31	.56	2,99	5.23	7.47	11.97	23.17	50.03	22
hina (6)	1.43	1.08	4.67	8.99	13.31	21.95	43.55	216.35	50
olombia	1.21	.40	2.42	4.02	5.62	7.92	15.92	71.21	44
osta Rica	.79	.29	1.66	2.82	3.98	6.30	12.10	51.54	44
uba (4),	.80	.15	1.25	1.85	2.45	3.65	6.65	13.85	22
uracao	.72	.36	1.80	3.24	4.68	2.56	14.76	63.72	44
zechoslovakia	.88	.48	2.32	4.24	6.16	10.00	19.60	84.88	44
nemark (incl. Faroe Islands)	.97	.47	2.38	4.26	6.14	9.90	19.30		44
ominican Republic	1.24	.22	2.23	3.55	3.28 4.87	5.04	9.44	39.36 58.99	44
cuador	1.35	.64	3.27	5.83	8.39	13.51	26.31	57.03	32
gyptire (Ireland)	.97	.87	2.08	3.56	5.04	8.00	15.40	16.88	11
stonia	1.66	.63	3.55	6.97	8.59	13.63	26.22	56.47	22
iji Islands	1.67	1.00	4.67	8.67	12.67	20.67	40.67	88.67	22
inland	.88	.51	2.41	4.46	6.49	10.57	20.77	90.13	44
rance	1.22	.44	2.54	4.30	6.06	9.58	18.38	39.50	22
ranch Guiana	.79	.44	2.11	3.87	5.63	9.15	17.95	19.71	11
ermany	.95	.45	2.30	4.10	5.90	9.50	18.50	40.10	22
old Coast Colony	1.18	.64	3.10	5.66	8.22	13.34	26.14	56.86	22
reat Britain & No. Ireland	1.00	.41	2.23	3.87	5.51	8.79	16.99	36.67	22
reece (incl. Crete and Dodecanese	1100		-100	0104	0.04	0.00	20100		
Islands	1.07	.57	2.78	5.06	7.84	11.90	23.30	50.66	22
uatemala	1.01	.25	1.76	2.76	3.76	5.76	10.76	44.76	44
laiti	.72	.21	1.35	2.19	3.03	4.71	8,91	37.47	44
londuras (5)	.78	.28	1.62	2.74	3.86	6.10	11.70	49.78	44
long Kong	1.74	1.39	5.91	11.47	17.03	28.15	55.95	122.67	22
celand	.89	.33	1.88	3,20	4.52	7.16	13.76	58.64	44
ndia	1.70	.96	4.58	8.42	12.26	19.94	39.14	85.22	22
raq	1.47	.72	3.63	6.51	9.39	15.15	29.55	127.47	4.4
laly	1.08	.50	2.58	4.58	6.58	10.58	20.58	44.58	22
.atvia	1.66	.63	3.55	6.07	8.59	13.63	26.23	56.47	22
Athuania	1.66	.63	3.55	6.07	8.59	13.63	26.23	56.47	22
uxembourg	.98	.43	2.27	3.99	5.71	9.15	17.75	76.23	4.6
fexico	.64	.18	1.18	1.90	2.62	4.06	11.26	32.14	4.4
etherlands	.89	.44	2.21	3.97	5.73	9.25	18.05	77.89	44
lew Zealand	1.82	1.17	5.33	10.01	14.69	24.05	47.45	52.13	11
lewfoundland (incl. Labrador) (4).	.76	.16	1.24	1.88	2.52	3.80	7.00	10.20	15
licaragua	.80	.29	1.67	2.83	3.99	6.31	12.11	51.55 83.27	44
vorway (incl. Spitzbergen)	1.02	-47	2.48	4.31	6.19	9.95	19.35	222.31	44
hilippines (7)	1.81	1.26	5.59 2.03	10.63	15.67	25.78	50,95 17,87	19.63	11
ortugal (1)	.71	.26		3.79	5.55		10.38	15.74	44
I Salvador	1.02	.77	1.80	2.06 6.95	3.10	5.18	31.59	34.67	11
audi Arabia (8)	2.29		3.87 6.79	12.79	18.79	30.79	60.79	132.79	22
iam	.92	1.50	2.15	3.79	5.43	8.71	16.91	72.67	44
urinam	.85	.41	2.32	4.28	6.24	10.16	19,96	86.60	44
weden	.92	.49	2.30	4.14	5,98	9.66	18.86	81.42	44
witzerland	1.22	.64	3.14	5.70	8.26	13.38	26.18	113.22	44
iyria (2)	1.08	.50	2.58	3.58	5.58	9.58	19.58	44.58	22
Trieste	1.03	.35	2.08	3.48	4.88	7.68	14.68	31.48	22
Conicia	1.11	.54	2.73	4.89	7.05	11.37	22.17	95.61	44
funisia	1.15	.57	2.86	5.14	7.42	11.98	23.38	100.90	44
Inion of South Africa	1.31	.94	4.13	7.89	11.65	19.17	37.97	41.73	11
Union of Soviet Socialist Republics	1.66	.63	3,55	6.07	8.59	13.63	26.23	56,47	32
Uruguay	1.26	.76	3.54	6.58	9.62	15.70	30.90	134.26	44
Vatican City State	1.08	.50	2.58	3.58	5,58	9.58	19.58	44.58	22
							13.51	64.27	44

- Note: Weight limits are set by the respective countries involved.) (1) Limit of 22 pounds to Lisbon only. (2) Chaba and Sakhad have an 11-pound limit; Bloudan, Tel Ablad, and Yahroud have a 22-pound limit.
  - (3) Parcel for Bolivia exceeding 11 or 22 pounds in weight accepted for certain offices only.
  - (4) Parcels weighing 3 ounces or less should not have customs declarations or parcel post stickers attached.
  - (2) Parcels for Honduras exceeding 22 pounds in weight, accepted for certain offices only.

  - offices only.

    (6) Parcels for China exceeding 22 pounds in weight accepted for the cities of Canton (Kwangtung), Shanghai (Kiangsu), and Swatow (Kwangtung).

    (7) Parcels for the cities of Manila, Baguio, Ilollo, Cebu, Zamboanga, and Davao, and the municipality of Tacloban in the Province of Leyte may weigh up to 44 pounds. The weight limit for other places is 11 pounds, except that parcels containing only legal, educational, medical, or scientific books may weigh up to 22 pounds when addressed for delivery in cities in the Philippines.
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# AIR CARGO PROFILES . . .





The food elements of fish include proteins, fats, minerals, and vitamins. Fish and shellfish are an excellent source of high quality animal protein. It is this food value in fish which is relatively of the greatest importance. An average serving of fish or shellfish supplies sufficient animal protein to satisfy the standard daily requirement. Fish compares favorably with meat in its contribution to dietary needs.

In purchasing fish, many buyers are unfamiliar with the varieties available. Those fish with national reputations, such as haddock, salmon and cod, plus the fish handy to the local market, form a rigid list from which buyers select their purchases. Likely these are but a few of the species compared to the list of potential candidates for air shipment. Consequently, information on the eating quality of varieties unknown to the consumer with suggested methods of preparation will be extremely important in gaining consumer acceptance of a new seafood.

A general knowledge of the market forms of fish, pan-dressed, whole, fillets, steaks, etc., would be helpful to the consumer, as the form in which a particular variety is sold determines to some extent its method of preparation.

The keeping quality of fish after its sale to the consumer is of utmost importance. For best eating, the consumer should be urged to prepare the fish the same day as purchased. Previous to preparation in the home, fish should be stored in the coldest area, other than freezing compartment, of the refrigerator. Most persons realize that

By

Dr. Spencer A. Larsen
Dr. William Reitz
Katherine K. Burgum

PART IX

the rate of spoilage is increased with increasing temperatures but the degree of this increased spoilage at higher temperatures is greater than most consumers realize.

Since it is the condition of the fish at the time it is eaten that is of importance to the consumer, it will be imperative to merchandise top-quality fish that will keep in good condition, as well as to make the consumer aware of its high rate of perishability.

As to preparation of fish in the home, there are many reliable sources of recipes that could be used for consumer distribution. The common belief that in the cooking of fish the presence of stale or off odors is inevitable should be overcome—as this is true only of poor quality fish. Many persons hesitate to purchase fish for this reason. Methods of cooking fish should be emphasized in information to consumers—the method most generally used by housewives and restaurants is frying, while other methods such as baking, poaching, and broiling increase the pleasures of eating

many kinds of fish and give variety and zest to meals.

Several agencies might well share the responsibility of a wide-pread consumer education campaign throwing the spotlight on the advantages of top-quality fresh fish. Primary responsibility for providing this information will rest with the retail dealer and his suppliers.

# VI—AIR FREIGHT POTENTIALS IN FRESH FISH

Having examined the supply of fresh seafood, analyzed it for propensity to air shipment, and presented detailed information on packaging transportation and costs, it now becomes logical to project estimates of the volume of traffic awaiting air delivery.

Total gross traffic in fresh fish is estimated to be about 517 million ton-miles for the United States as a whole. For the urban contingent, the estimate is about 402 million and for the rural about 115 million ton-miles.

If foreign trade in fresh fish is taken into consideration the gross traffic figure must be augmented with at least another 60 million ton-miles. Most of this, of course, is import traffic. Gross traffic is defined as that volume of fresh fish which moves from primary fish production centers to primary fish consumption centers, and does not include traffic involved in the redistribution process.

Few figures are available for purposes of comparison. Shipments of fishery products usually are reported in aggre-

(Continued on Page 38)



# No. 7—INVENTORY

# VERIFIED CASE HISTORIES TO HELP THE SHIPPER

# Capital

The need for low inventories in the face of declining prices has benefited Capital Airlines, airfreight business, according to Guy M. Springer, manager of cargo sales. Springer points out that Capital's air freight revenue during the first six months of 1949 increased 57 percent over the comparable period last year. This is due in large part to the merchandiser's regard for the value of reduced inventories, faster turnover and fewer mark-downs.

For example, in Baltimore, a paint manufacturer had been tying up a good sum of money in stocking an expensive pigment which he ordered from a Chicago chemical firm. Through the use of Capital air freight he has been able to reduce his inventory from 20 to five drums with the assurance that he can receive required drums overnight from Chicago. In this way, he is able to reduce the risk of a market drop of thousands of dollars.

Or take the case of television distributors and retailers. Competitive enterprise has unearthed new and less expensive ways of producing sets with resultant price cuts. The result has been that it is good business judgment for distributors and retailers to maintain a low inventory and use air freight to fulfill demands.

## Continental

The best example of savings in inventory costs in which Continental Air Lines has played an important part is the Sears-Continental Airborne Telethrift Shopping service, an idea hatched three years ago by John A. Smith, cargo sales manager of the airline.

The telethrift shopping plan provides for overnight delivery of merchandise to Colorado customers from Sears mammoth Kansas City warehouse. A catalog customer picks the item he wants, and telephones the Sears branch order office in his nearest city. These orders are teletyped to the Kansas Gity warehouse where they are placed in plain canvas bags and loaded aboard Continental's evening flights to Colorado, where they are picked up by Sears trucks and delivered direct to the customer's door.

This plan has successfully met competitive warehousing facilities of other leading mail order houses, in Denver, without the expense of maintaining a Denver warehouse with the huge attendant costs of such an enterprise.

Sears' huge inventory is carried in the Kansas City warehouse, and Colorado mail order customers receive faster service on their orders than had they been sent from a Denver warehouse via the usual parcel post method. The telethrift shopping service has, in effect, cut warehousing and inventory costs almost in half.

## Eastern

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to effect savings through maintaining low inventories was reported to Eastern Air Lines by Arthur Lynn, of the Vicki Lynn Blouse Company.

The company purchases its raw materials on the New York market and flies them to Cordele, Georgia, via Eastern, where they are made up into popular-priced, ladies' rayon blouses at the Crisp County Manufacturing Com-

As Mr. Lynn expressed it: "It's just like having the factory right next to the main office."

The Lynn Company does not maintain any inventory of raw materials at Cordele, vet is able to take advantage of fluctuations in the New York market and still be sure that the rayon will arrive at the factory in time for use in filling orders received there.

"While the air freight charge is a little higher than surface transportation." Mr. Lynn explained, "we save a considerable sum of money because there is no need for warehouse space, clerks, and many other expenses we would have to bear if we were forced to keep large stocks of piece goods at the factory

# Northwest

Large department stores of the far West and the Midwest report pretty much the same thing as they avail themselves of Northwest Airlines' cargo flights from the East a reduction in inventories. Rather than fill their shelves with unnecessary stocks, thus tying up large sums of money and running the risk that many seasonal items will become obsolete before sold, the stores are depending more and more on quick deliveries from manufacturers and jobbers. As a result, shipments from New York to department stores in various cities served by XWA are growing month by month. One of the asides to this development is the fact that many shipments that used to go by rail or truck are now flown.

# Seaboard & Western

Outstanding among the economies which Seaboard and Western Airlines' customers report on airlift of goods is the lowered inventory which shippers. both manufacturers and retailers, can maintain practicably. Experience reflects this saving in countless fields. among them the rare and expensive synthetic aromatics which go into fine

Firmenich and Company, a leading importer of aromatics for both pertumery and for flavoring, has made steady use of Seaboard airlift from the main factory in Geneva. Switzerland. Charles C. Bryan, a partner of the firm in New York, said that from both the importer's point of view and that of the perfume manufacturers, which his company supplies, the inventory picture has altered completely in the past three. or four years. He pointed out that aromatic specialties are expensive, and a controlled inventory has become neces-

"During and before the war, perfemers maintained as much as a twoyear supply of essential ingredients. he said. "Partly due to tightening financial conditions, partly to other factors, it has now become customary for them to keep on hand as little as a two month's supply. Further, there are some ingredients which we can not stock in quantity. Yet when we get a hurry-up demand for those supplies, we know that a cable to Geneva will have them under way immediately."

Bryan remarked that by surface shipment Firmenich and Company must figure on five weeks for goods in transit. Airlift cuts the time to seven days, "house to house."

In addition to low inventory, Bryan cited convenience, better service, and ability to meet unforeseen demand quickly as advantages of air freight. He stated that surface transport involved transshipment at Antwerp Genoa, or whatever port is utilized. while airlift brings the products in one move from land-locked Geneva to New York

# Trans-Canada

The Wheel Trueing Tool Company of Canada Limited. Windsor. Ontario. provides a good example of controlling inventory by the use of air cargo.

This company manufacture and reset diamond drills used by the oil industry. The use of diamond drills for oil-well drilling was relatively new in Canada. but were being used in the oil fields of both Northern and Southern Alberta.

The drills weigh between 16 and 20 pounds packed for shipment and are valued at approximately \$2,500 each. Due to their relatively high value, the oil companies hesitate in stocking these bits for other than a spare, and by the use of air cargo they can maintain an absolute minimum on hand due to the unick availability of supplies from Wheel Trueing.

Since the war. General Motors has been short of all types of supplies, and while it has been possible to keep a supply of some items several days ahead, many articles are ordered on a day-to-day basis.

As a result, the company has adopted the policy of taking inventory in plants every afternoon. Requests for addi-(Continued on Powe 42)

# IT'S AN Air WORLD

(REG. U. S. PAT. OFF.)

By L. A. GOLDSMITH

Economic Analyst

A LLOCATION by foreign countries of conditions will become more and more limited for products suitable for shipment by air cargo. This is for the reason that priority permits for dollar exchange are being granted mainly for urgent essentials, such as food, bulk agricultural products, and raw materials, as well as for heavy machinery or machine tools capable of paying their way in terms of increased local productivity.

If there are less dollars available for merchandise suitable for shipment by air to foreign countries, then world air trade will be faced with a possible decrease instead of a cumulative increase. What then?

In order to increase air cargo shipping abroad on a continually expanding basis, ways must be found to reduce the so-called "dollar shortage," or rather, the "gap" in dollar earnings by foreign countries, caused by the excess of United States exports over imports, That is the problem.

Here is where air transportation can help enormously—not to solve the problem, but to bring to hear its efforts on one phase of the urgent need for other countries to earn more dollars, which can be used to pay for American goods and services, so that the American taxpayer may be gradually cased from the heavy burden now required to meet the necessary financial obligations we have undertaken for Marshall Plan aid, loans, grants, and what have you.

## Earned Dollars

Herbert A. Wilkinson, chief of the Travel Branch, Office of International Trade, United States Department of Commerce, constantly emphasizes that the "travel dollar spent abroad is an earned dollar, not a loaned dollar, or a granted dollar which comes out of the taxpaxer's pocket." Also, in a talk made by Mr. Wilkinson before the New York Airlines Committee during World Trade week last May, he stressed very strongly that "travel is the "forgotten neutron" in world trade."

partner' in world trade."

The facts which Mr. Wilkinson laid before that Airlines Committee were extraordinarily interesting. Here are some of the highlights: For instance: two billion dollars is considered by our own Governent as a conservative estimate of the po sible annual dollar exchange that could be created by American travel abroad say by 1952, or possibly sooner. The Department of Commerce and other private sources show estimates that in this year of 1949. the sum spent by American tourists abroad may reach a figure varying between \$1,200. 000,000 and possibly \$1,600,000,000. These figures are apt to vary depending on changes in our economy. This estimate is changes in our economy. This estimate is really not excessive, when you stop to think that in the 20-year period from 1920 to 1940, our "invisible" imports from travel dollars reached a total of \$8,000,000,000, or a yearly average of \$400,000,000 more than double that of any visible merchandise import.

This two billion-dollar estimate is considered low when compared with other estimates of possibly 2.5 to three billion dollars annually made by private concerns interested in the travel industry, provided, of course, that our national economy keeps up. Still another comparison can be cited, which to my mind is even more arresting. That is the fact that in 1939 our total imports amounted to only 2.3 billion dollars. Travel is indeed a "partner" that pulls a good share of the trade load in our foreign trade, and what is more it makes possible an increase in that trade.

Just as our dollars spent abroad help to reduce our import imbalance, those same dollars create helpful "invisible" exports for the countries receiving our tourists. For instance, Great Britain has recently announced officially in Parliament that these incoming travel dollars have become the United Kingdom's greatest dollar earner, even outranking its textile industry. In Switzerland, its investment in the travel industry represents one-tenth of its total national capital investment, and its income from travel and tourist trade is approximately one-seventh of the Swiss total national income. Other countries in Europe, such as France and Italy are also earning large sums in American travel dollars.

One of the newest factors in our general national economic structure as regards future air travel abroad is the additional number of American workers who now enjoy paid vacations. There are now over 30,000,000 wage earners in this country who enjoy vacations with pay—many for the first time. More than four-fifths of all persons employed in this country and 97 percent of all office workers are eligible for paid vacations. Today well over 12 million or over 85 percent of all union workershave paid vacations stipulated in their working agreements. Even as recently as 1940, only 25 percent of such union workers were so covered.

# Promotion is Important

So, one of the brightest spots in the picture for increasing air cargo in world trade is the part air transportation can and must play in the promotion of travel abroad. Here is an unequalled opportunity which did not exist before namely a new and potential market for millions and millions of Americans, who want to go abroad and who now can do so.

Prior to the European Summer travel season of this year, the Travel Branch of the Department made a "pilot" study of the reasons various travelers might give for taking the trip. The answers indicated that the closeness of ties to the Old World greatly influenced the purposes of travel to Europe. Forty percent of the people had family connections in Europe and were zoing abroad to visit relatives, friends, or to attend to family affairs, 37 percent listed pleasure, vacations, sports, or tours as their objective. Il percent were attracted by educational purposes. Only six percent of the travelers listed business as the purpose of their trips. Another point of interest was that 60 percent of all the travelers were either foreign-born or of foreign-born parentage.

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The "invisible" imports created by the dollars spent by these Americans in foreign countries (and especially in Europe at this time) constitute the most painless method of creating new and additional dollar exchange so desperately needed to offset this major bottleneck now choking the channels of world trade expansion, which is so urgently required to get the world back to a state of balance.

Before we go into the various factors in regard to how to utilize these travel dollars to create more air cargo business, let's have a flashback on the basic causes of this complex situation of dollar scarcities, particularly precarious at the present moment in relation to Britain and the sterling area.

By the time this appears in print, the Anglo-American conference in Washington on this very knotty problem will have come and gone. Whatever is discussed or decided, proposed or projected, at the Washington conterence, it is generally agreed that not too much can be accompished overnight by any quick or trick solution. The problem is too fundamental. The dollar gap is not just a British or a sterling crisis. This is a deep-rooted economic malady which could engulf the whole world, not excepting the United States.

Devaluation of the pound sterling, or reduction of purchases by the British and the sterling area in this country, and the Western Hemisphere, are just temporary palliatives which would help to hasten the stifling process of trade around the world —clogging the trade routes instead of clearing them. A different approach to dollar shortage problems is indicated.

That is why the question and importance of travel in general, and air travel in particular, takes on a great national economic significance, rather than merely the progressor profits of one or more airlines and aviation interests.

In this regard, Mr. Wilkinson's words to the New York Airlines Committee are of the utmost importance. He said:

"I want to emphasize the special challenge to the airline industry which current conditions impose. It has to do with the development of the travel market—a new market for international travel hitherto untouched by other forms of transport because of the time lactor, which the tech-

nology of air is meeting."

Mr. Wilkinson also pointed out that the development of the international air travel market "requires the same intensive application of business know-how and experience as has expanded our trade in goods."
He also indicated his belief that the airlines had only begun the job of developing this market and that further aspects needed danglements such as:

development such as:

(a) Additional and possibly cooperative promotional efforts among the airlines in general; and

(b) Cooperation of the airlines working with other segments of the travel industry—including travel agents, hotels, cultural and recreation centers—so as to look bevond the present market horizon.

## **ETC Helps**

There also is the question of promoting air travel with people who can take vaca-tions in either the Fall or Winter when the air fare reductions go into effect. Every effort is being made on a cooperative basis by the European Travel Commission to induce Americans to travel to Europe at these times. Advertising to this effect by the Commission is now appearing in news-papers and magazines. As a case in point ast year, a Midwest travel agent arranged for a group of 30 farmers to take a tour of 30 days in Europe. The time consumed was arranged with special thoughts for the special interests of the group. They flew for the ere and back, taking advantage of last Winter's exeursion rates. They visited England, France, Italy, Germany, Luxemvisited bourg, the Netherlands, and Denmark, their return they talked so enthusiastically of their flying trip to Europe that their tour was followed by a party of 32 Mid-western women from both cities and towns.

And here is a thought for the record just an idea of my own. If air cargo is to benefit from the air travelers' expenditures abroad, why not take steps to make certain that a definite proportion of this air travel-acquired dollar exchange finds its way to the purchasing of products for export which are especially fitted to ship by air.

(Continued on Page 42)



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# FROM HOT WAR

(Continued from Page 11

to the First Air Lift Task Force in Germany.

This was it! The 317th was on its toes again—this time for another type of war. Ten days later, precisely at midnight, the first of the 317th's aircraft—a transport attached to the 39th Troop Carrier Squadron—zipped down the runway at Tachikawa and was airloope.

The first of next month found the 39th TCS inaugurating operations at Wiesbaden. That day it hauled 47.3 tons of freight into Berlin. On the 5th, the 41st TCS and 22nd TCS joined the 39th, airfreighting 94.1 tons and 149.9 tons, respectively, into the blockaded city.

It should be noted that immediately following the arrival of the Group at Wiesbaden, a dozen aircraft were shifted to Fassberg, in the British Zone,

# Oct. 30 is the Date

Operation Vittles, which broke the back of the Russian blockade of West Berlin, is scheduled to end officially October 30. According to military authorities, sufficient installations and equipment will be maintained to restore the airlift within the shortest possible time if the need should arise.

for the purpose of flying coal into Berlin. This move gave each of the squadrons attached to the 317th a total of eight ships each.

Statistics show that the 317th's first month in Operation Vittles set up the following mark: 22nd TCS (45 pilots and co-pilots), 4.386.7 tons: 39th TCS (45 pilots and co-pilots), 4.630.1 tons: 41st TCS (44 pilots and co-pilots), 3.593.8 tons.

The move to the Celle RAF Station took place in December, and no time was lost in sliding easily into gear.

Colonel Thomas K, Hampton, com-

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manding officer of the 317th Troop Carrier Wing (Heavy), and his staff saw to that. A reporter for the Task Force Times, looking over the situation at Celle immediately after the 317th made the switch to the British Zone, wrote:

"In the 24-hour period ending at 1200 hours today, planes of the 90th TCS—the first of the 317th squadrons to move into Celle—delivered 288 tons of supplies to Gatow (auxiliary field of Tempelhof) in 29 flights. Yesterday the squadron hauled 237 tons in 24 flights.

"The 41st TCS . . . arrived here this afternoon and will start operations to-morrow morning, while the 39th TCS now packing up at Wiesbaden AFB, is due to come in December 23."

It was a cold war, ves; but it was plenty hot for all the ground and air personnel, not to mention the equipment. Take, for example, a typical C-54 which, in less than five months, flew 1,000 hours of Vittles missions. It was one of the first of the four-motored ships to join the airlift, and originally had been based in Japan.

Last February, the Group claimed a record for loading a C-54. A 12-man German laborer crew loaded 19,580 pounds of coal in five minutes, 15 seconds. Normal loading time is considered to be 16 minutes, And to underline the nature of the competition among the various Groups in Vittles, Lieutenant Colonel John M. Grant, commander of the rear airfield organization at Celle, threw out this taunt:

"Just tell loaders at the other airlift bases we believe Celle loaders can't be beat."

To be utterly candid, I heard similar boasts at all the other bases. Which was a good thing for Vittles,

I was witness to a bit of banter among three airlift pilots which took place outside the Onkle Tom Kino in Berlin.

"The 317th," said one, "is the best goddam outfit in this goddam country."

"You're nuts," another replied, making a fake pass at him, "You know goddam well it's the 61st."



Colonel Thomas K. Hampton, Commanding Officer, 317th Troop Carrier Wing (H).

"Hell! The 61st don't even shine near the 317th."

"You wouldn't recognize a good outfit even if you were outfitted with bitocals."

"Ha!" The 317th pilot dug an elbow into the side of the third man who had stood by silently. "Whaddya say. Jerry? Which one will you pick?—the 61st or the 317th?"

"The 513th." Jerry replied soberly.

So that's the long and short of it: competition at its best! And it has paid off handsomely!

In the mess hall here there's a sign which reads: "Cookies Better Than Your Mother Can Make. Help Yourself."

I helped myself to some—and so did an escorting sergeant who, while filling his pockets, muttered:

"That's an insult to my mother."

But he finished every last crumb on the coal-laden plane we boarded for Gatow.

# MARKETS FOR AIRBORNE SEAFOODS

twentinged from Page 32

gate, with no breakdown as between fresh and processed. The Interstate Commerce Commission reports for 1941 a total movement of 8.357 carlots of fishery products amounting to 232,630 tons. A similar report for 1939 indicated 193,829 tons. Railway Express Agency reports for the years 1939 and 1940 about 15.6 million pounds of carlot shipping, or about 7.8 million pounds a year. Statistical data on less than carlot shipments were not available. Still more scarce are national data on truck movement of fish.

Probably the most complete study available on transportation of fish is A. W. Anderson's report. Wartime Transportation and the Fishing Industry. His tabulation of Railway Express and truck shipments from and to such fish production areas as Florida, the Gulf states, Chicago. New York City, Boston and Seattle indicate shipping to the extent of about a billion pounds of fishery

products annually. Allowing an average distance of 1.140 miles, this would correspond roughly to 570 million tormiles of traffic. This compares favorably with the present estimate of 517 million ton-miles if allowance is made for fishery products other than those going directly into fresh fish markets and for cross hauling.

There is no tendency here to presuppose that all of the gross traffic in fresh fish will become airborne. Short distances are best suited to trucks, and for this reason all traffic of less than 200 to 300 air miles is unlikely to move by air. Additional volume, after being evaluated as to propensity for air shipment, also is ruled out.

If all distances of more than 200 air miles are taken as the primary zone for air movement of fresh fish, and if fish poundage is separated into excellent, good, and fair air cargo propensity classes, estimates of potential air traffic

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are obtained, expressed in ton-miles.

More than 173 million ton-miles of excellent fish may be expected to go by air; 137 million of which will be directed to urban areas and 36 million to the rural population. The arrangement shown in Table J shows air cargo potentials for the urban and rural population contingents the three propensity classes—excellent, good, fair—as well as the gross traffic and total air potential.

Comparison with the gross optimum traffic potentials shows that approximately 20 percent of the traffic is made up of fresh fish having an excellent propensity towards air transport; roughly 27 percent constitutes fish of good propensity; and 52 percent has a fair potential.

The three propensity contingents roughly may be thought of as traffic volumes to be expected at various ton-mile rates of shipping. If the portion of good propensity is regarded as moving at a ton-mile rate of about 12 cents, the volumes of excellent and fair might be considered as going for rates higher and lower than 12 cents a ton-mile, say at 15 and nine cents. Fresh fish shipments to inland markets average about 1,140 miles, and rates via air freight and rail express result in transportation charges of about seven to nine cents per pound for this distance.

Further light is thrown on these figures if the economics of merchandising fish are taken into account. In 1943. for example, it is estimated that initial value of fresh fish to be sold fresh but unprocessed, filleted and packaged, and to be frozen, amounted to about 91 million dollars and that the consuming public paid 265 million dollars. In other words, processing, primary wholesaling, secondary wholesaling and retailing added 174 million dollars, or 292 percent to the initial value. In terms of price per pound it is estimated that this represents a markup from about eight to 23 cents a pound. In the light of more recent price developments, these TABLE I

Population Contingent	Optimum Gross Traffic (in 1000's	P. (in			
	ton-miles)	Excellent	Good	Fair	Total
Rural	188,999	36,564	49,752	102,291	188,607
Urban	666,283	136,806	181,456	341,138	659,400
State	855,282	173,370	231,208	443,429	848,007

figures must be regarded as very con-

It would appear, then, that there is sufficient margin to absorb fractional or even a few cents of extra cost for air transport, in view of the possibility of improving the quality of the product and of reducing shipping weight, multiple handling, and complicated operations connected with conventional transportation methods.

Both actual and potential contributions of air freight to the nation's commerce and welfare are altogether too

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PHILADELPHIA 3 1616 WALNUT STREET Kingsley 5-1200 important to be treated lightly. That the opportunities are not being overlooked is evident in the fact that month after month this relatively new form of transportation moves steadily ahead in traffic volume, and air freight is here today on a scale that even the optimists as late as three or four years ago placed on the timetable of development some five years hence. In no small measure air freight's continued progress, especially in transporting perishables such as seafood, will depend upon:

- 1. All-weather service.
- 2. Temperature and humidity controls at airports and in flight.
- 3. Efficient light-weight containers.
- Coordination of air and surface transport so as to save time on the ground.
- Still lower, but economic, rates that will insure sound development of the air freight industry. THE END

# WINGED PERISHABLES

(Continued from Page 12)

and ending February 16, Sky Fresh Products became a contract air transport agency. This ended when, after 45 days, the railroad bridges were finally repaired, and rail service was again restored to the Sinaloa area.

During this period, we flew approximately a half-million pounds of vegetables to Nogales. We learned a lot about crossing merchandise over the United States-Mexican border, which incidentally is far more complex than we anticipated. Our crews gained valuable experience in flying without radio aids, and off poor landing fields. In short, we had a three-week dress rehearsal while waiting for our own tomatoes.

We thought we had already encountered every problem in the book, but when our own crop started around March 1, we found many new troubles, and very few answers. Some of these problems can be listed as follows:

 Size of tomatoes was too large for regular market outlets, and too large to pack in our fibreboard boxes.

 Shortage of skilled packing house labor, and inadequate means of training unskilled workers. This resulted in poor packing.

 No field supervisor, and no means of training pickers in the use of clippers, or in the proper selection of maturity and quality of fruit desired. This further aggravated the packing house situation.

 Necessity of repacking at border before shipping on to destination. This created additional expense and delay.

 Lack of communication between Los Planes and Nogales, causing problems with United States Customs and Immigration due to our inability to give adequate notice of arrival of planes.

 Insufficient volume of tomatoes to enable Sky Fresh to spread its overhead and keep unit costs in line.

· Complete lack of refrigeration. Particularly during the latter part of the season when temperatures were high, tomatoes picked at the pink stage of maturity, being full of field heat, continued to ripen at a rapid rate, and by the time they arrived at destination markets 36 to 48 hours later, they were fully ripe, and in many instances were unable to hold properly through the marketing period. Transfer from plane to reefer truck at the border did not solve this problem because even the most efficient reefer equipment is not capable of removing the field heat in transit, especially when the fruit is packed in fibre boxes. This proved that precooling facilities at origin are essential.

 The physical rehandling of tomatoes, particularly the repacking operation at the border, was found detrimental to the appearance and market life of the tomatoes. If a way can be found to

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pack at origin, and avoid having to repack, or unload and reload in transit, the condition of the fruit at destination would be greatly improved, and its life extended by several days.

There you have a story of problems. Looking back on the entire operation. there were only two phases with which we were fully able to cope. First was transportation. With considerable experience in transportation, particularly in air freight, behind us, and with Slick's experienced organization and efficient freight planes serving us, our transport problems were minimized. Second, our negotiations in Mexico. handled by the president of Sky Fresh Products, were successful at every turn. All permits for flying, for radio facilities, and contracts for production and for future operations, were handled on a friendly and fully cooperative basis. In these two fields, Sky Fresh had personnel qualified by experience to properly handle the details. But in all other phases we were hampered by lack of experience.

What are the possibilities for future operation?

 We can assume, or at least hope, that weather, our greatest headache last year, will be normal for next year's operation.

2. We have learned something about varieties suited to the Baja California

climate and soil conditions, though much more experimenting needs to be done with crops and varieties under more normal weather conditions.

3. We would diversify our production, planting other crops such as bell pepers, strawberries, and snap beans, so that in the event of loss to one or more crops, others would save the day.

 We would find a means of proper packaging and precooling at origin, thereby materially improving the arrival condition of commodities handled.

We would bring into Sky Fresh Products experienced personnel in the departments in which we have found ourselves lacking.

# **Profits Ahead**

Assuming we, or any other organization chooses to enter this type of business, and benefits from the experience of our pioneering, and is not overwhelmed by exceptionally bad weather, it is my opinion that he should earn in one season several times his total investment.

Of the greatest significance to food technologists and to the United States consuming public is the proof that the Sky Fresh type of operation can deliver an entirely new level of quality and flavor, at a modest premium in price, to

midwinter dinner tables. We have proven one thing beyond any question; we actually delivered large, ripe, solid slicing tomatoes; the kind some of you grow in your own gardens in midsummer; to consumers whose only alternative had been the small, round, three or four to the pound, artificially ripened, tasteless tomatoes popularly packaged in so-called tubes.

In spite of the skepticism of the "trade," housewives grabbed the opportunity of buying large, vine-ripe, Sky Fresh tomatoes. They paid a premium of from five to 10 cents a pound for them, when most of the large buyers, commission wholesalers and jobbers told us that the stores would have nothing but small tomatoes packed in tubes. This experience alone was worth more than the money lost in gaining it. It proved that new concepts will work if you have a good product, and enough money and patience to make it available to the housewife.

We know from tests conducted by Wayne University in 1944 and 1945 that the Vitamin C content of vineripened tomatoes under natural sunshine is almost twice that of hothouse tomatoes. Therefore we know we have a more nutritious product to offer the consumer. We know we have a more appetizing product. After our recent experience in distributing nearly a

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million pounds of our own tomatoes, we know that if we do our part in proper grading and packaging, and in proper control of maturity, the housewife will pay us enough premium to make our long-distance marketingby-air a very substantial financial success.

# The Conclusions

Our conclusions are these:

 During the last six years we have seen perishable foods which began as sheer experiment, in the air transport field, move to a position of commercial importance today, with literally millions of pounds being flown by air this year.

 We have found that perishable foods will move by air if one or more of the following factors are present:

Quality of the airborne product is recognizably superior when it reaches the consumer.

Savings in container weight, and weight of portions which would have spoiled, or would have been discarded if moved by conventional transport, amount to enough to compensate for additional per pound cost of air freight.

Cost of production is low enough in relation to market price to justify air freight cost. (Example: the Mexican operation.)

The product is too perishable to move to market by other means than air.

Short-term fluctuations in market price due to shortages, which afford opportunity of capitalizing on the price spread.

Supplying the market with firstof-the-season items before the normal truck or rail supplies arrive.

 With sound economic reasons for shipping by air, we still find physical problems delaying rapid expansion in this new field;

Need for study of precooling and refrigeration requirements for each commodity, and development of the facilities required.

Need for packages designed for efficiency in weight, but with adequate protection for getting the product to the consumer.

Need for improvements in airport terminal facilities for efficient and rapid loading, unloading and transloading to trucks for delivery.

Urgent need for study of best methods of distributing, displaying, and selling perishable airborne foods in destination markets.

 Whereas Sky Fresh Products has probably moved more foods by air than any other organization, its experience has merely highlighted many of the requirements, both economic and physical, mentioned above. It is safe to say that organizations like Sky Fresh Products will develop with snowball rapidity, and will find profit in this new field, just as fast as barriers are discovered and removed.

With this development, we will find decided changes in distribution and improvements in quality of such products as shell fish, berries of all types, tender out-of-season vegetables, treeripened fruits. Certain tropical and exotic perishables little known in this country today will make their appearance.

As air freight advances growers and shippers will find new markets.

Package manufacturers will develop and sell new types of containers.

The refrigeration companies will find new demand for their services.

Airlines will find new freight to move in planes which historically have empty space in north and eastbound flights. International carriers will bring something new to United States consumers in planes which need this new business on their return trips to United States terminals.

Finally, and most important, the consumer will eat new, better tasting, and more nutritious foods.

THE END

# AIR SHIPPING LESSON

(Continued from Page 34)

tional parts are teletyped to General Motor's Detroit office daily, and the short items are dispatched by TWA air freight from a manufacturing plant with an adequate quantity of the needed article.

Since this policy has been adopted, such commodities as steel nuts, sheet steel, hinges, sill plates, screws, bolts, door panel molding, fenders, auto lamps, carburetors, cotter pins, wheel carriers, brackets and paint thinner have been shipped within a week by TWA air freight to the General Motors plant in Kansas City.

General Motors is now convinced that this day-to-day inventory method could be used successfully under normal conditions. They point out that since it is unnecessary to maintain large stocks of any item, the firm is able to take advantage of current market fluctuations.

TWA's routes are strategically located to assist the automotive industry because of the direct coast to coast operation and the fact that it served the major cities where assembly plants and suppliers are located. In many cases, TWA air freight has been the main link between the supplier and the assembly plant.

## United

Maintaining low inventories without risking loss of sales because of bare shelves is an especially tricky problem in the field of recorded music.

Classics and perennial "pop" favorites, known in the trade as "standards," enjoy steady sales year after year and can be stocked accordingly. But the rise and fall of new hits often brings headaches. Some of them zoom like skyrockets, then fizzle out overnight.

When a new hit comes along, dealers often are on the horns of a dilemma. Stock up heavily and you might find your shelves sagging with records for which demand has dwindled. Stock up slim and you may be forced to turn away customers emptyhanded. If your store is inland, additional supplies of best-selling disks may take from 10 days to two weeks in arriving via surface transportation. In that time the hit may have passed its peak.

Some distributors, such as Hendric and Bolthoff, of Denver, use air freight to keep platter inventories low, yet accurately geared to demand. The Denver firm recently received a ton of disks via United Air Lines from RCA-Victor's pressing plant at Indianapolis. The records were hit tunes, highly saleable at the moment.

Cargoliner deliveries enable "disk distribs" to balance supply and demand with a swift certainty thought impossible before the advent of air cargo. This, of course, means low inventories.

THE END

# IT'S AN AIR WORLD

(Continued from Page 36)

If, when, and as air travel to foreign countries reaches its fair share of the couple of billion dollars annual goal expected for all travel, why could not official representations be made to each and every country benefiting from this influx of Americans to the effect that:

A specified percentage of such air travel dollar exchange should be allocated each sear for the purchase of products selected by importers in each foreign country and the exporters from this country in conjunction with suggestions from the airlines, so as to promote cooperatively what would be most suitable and profitable for shipment by air.

Such an official representation would serve these purposes:

- To impress on the individual foreign country the advantage accruing to them in trade values by the Air travelers' expenditures locally.
- To highlight those products which are suitable for air cargo.
- To impress both importers abroad and exporters at home with the advantages of speed, turnover, and profit, which can be developed through air travel and air trade.

  THE END

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